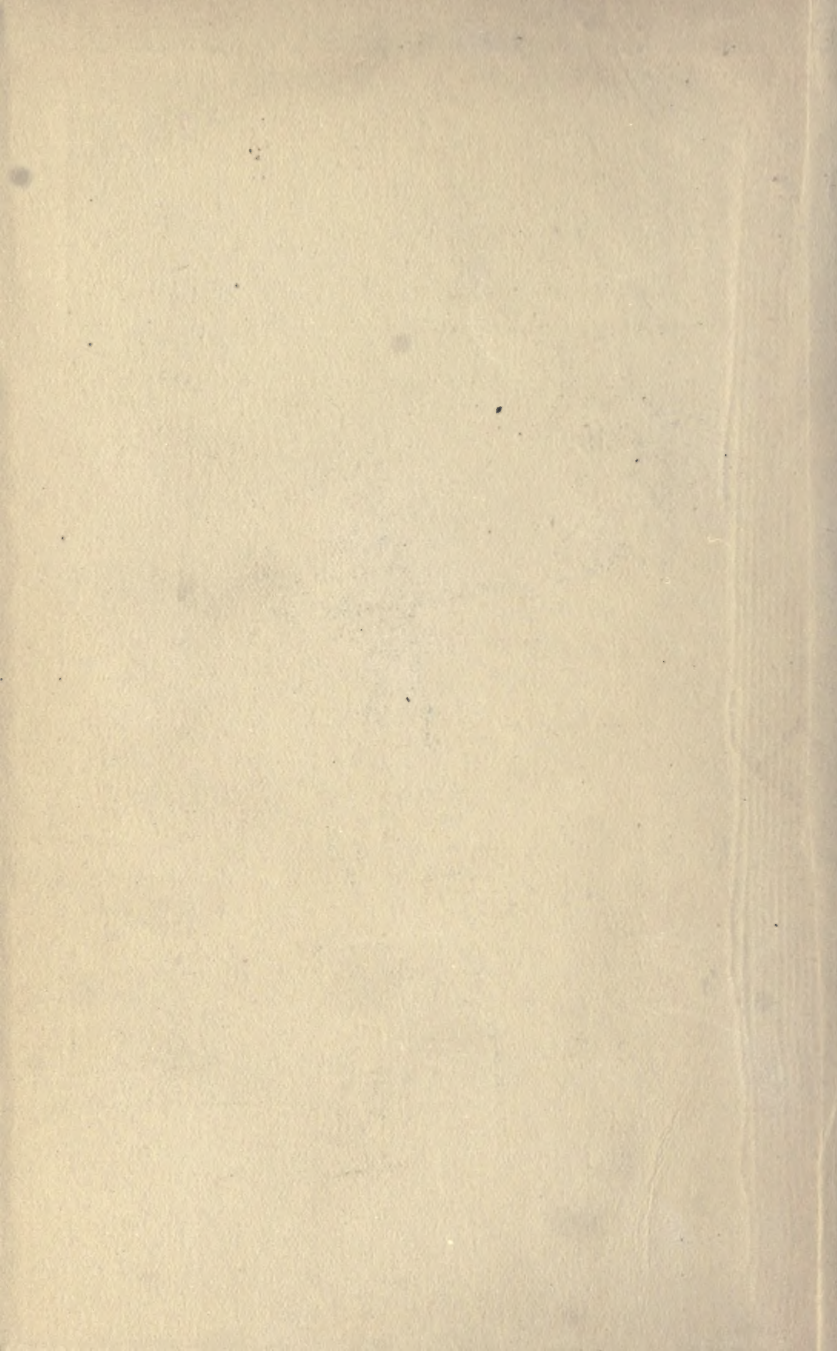

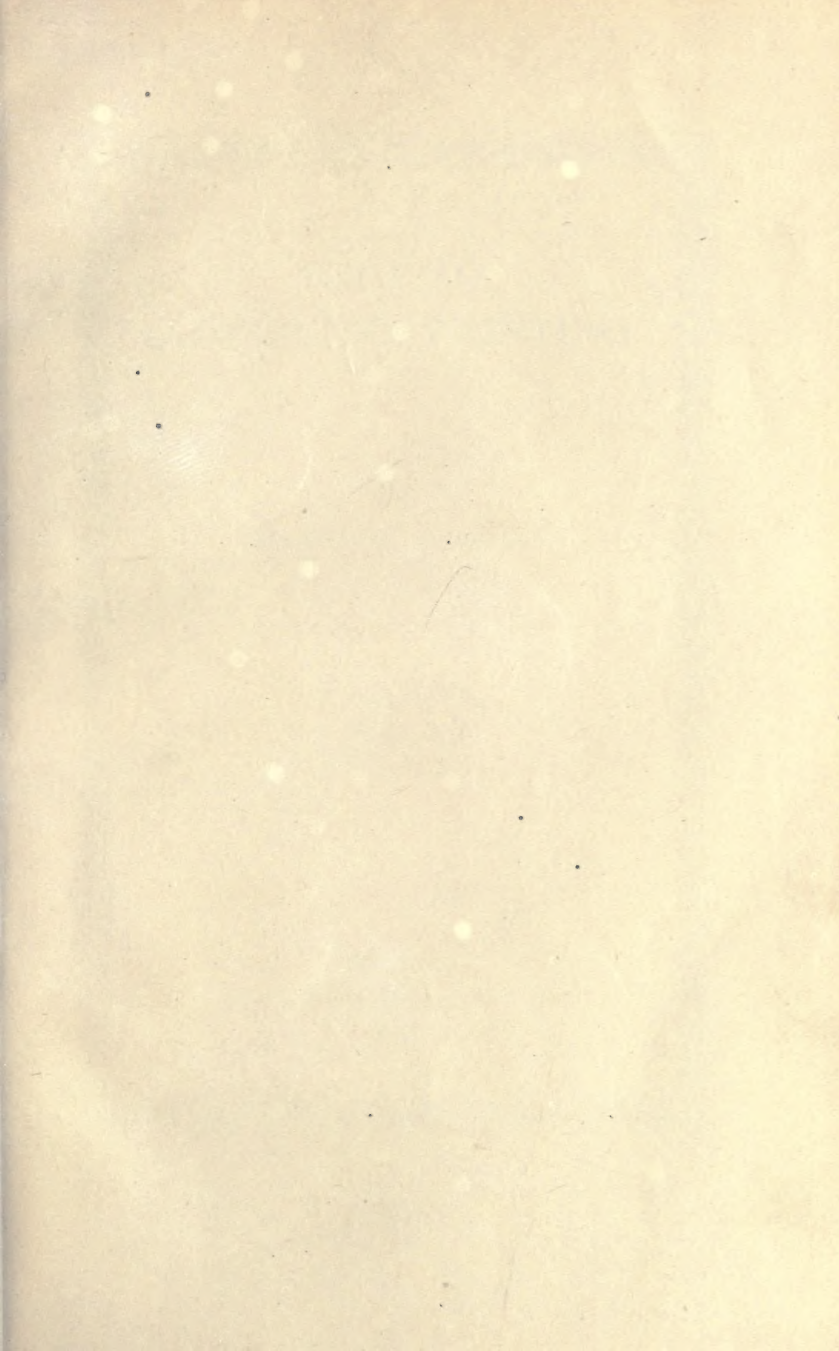


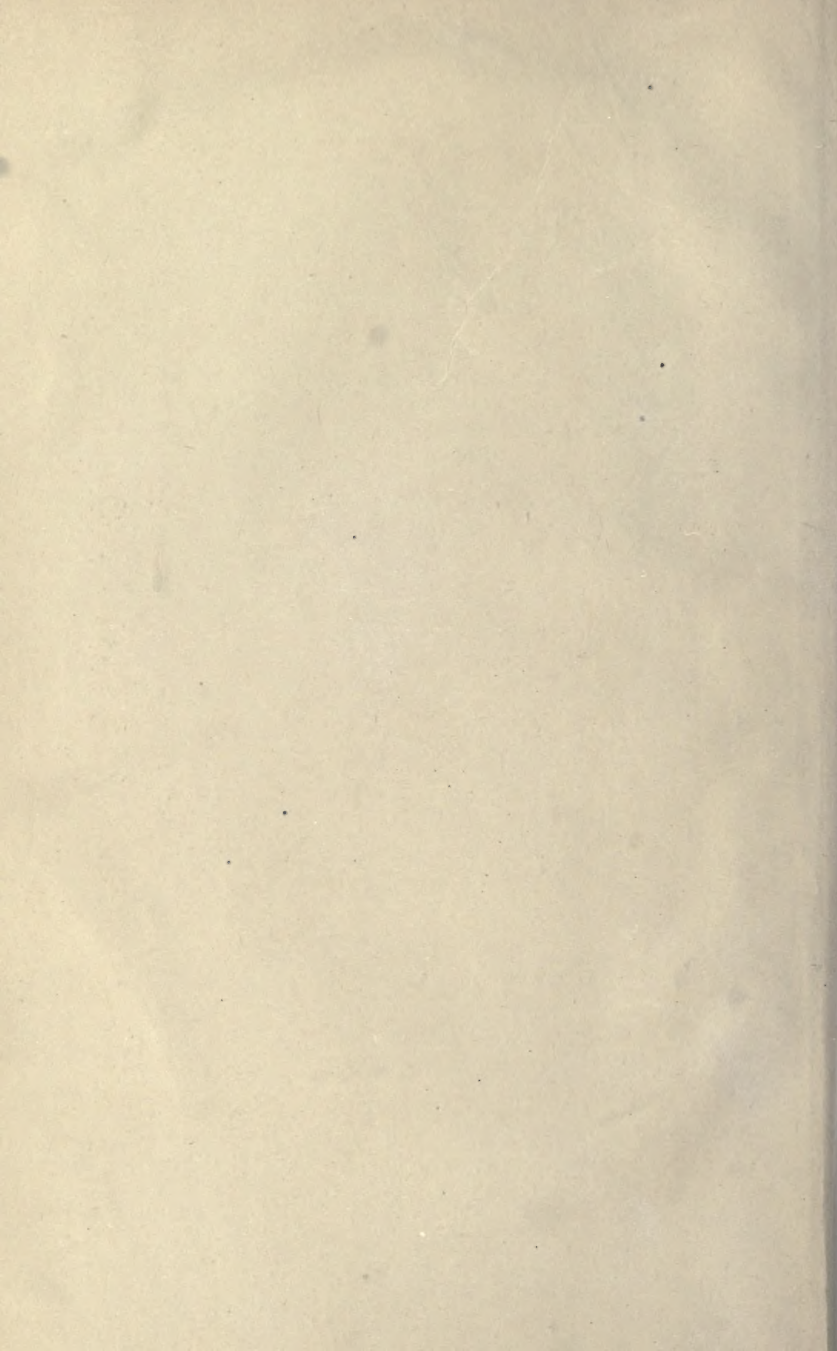
HOW TO ADVERTISE
PRINTING H. M. BASFORD





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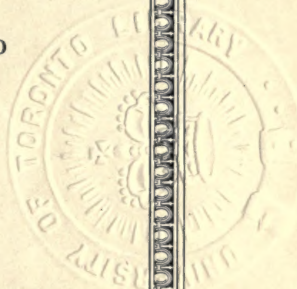
HOW TO ADVERTISE PRINTING

By
HARRY M. BASFORD



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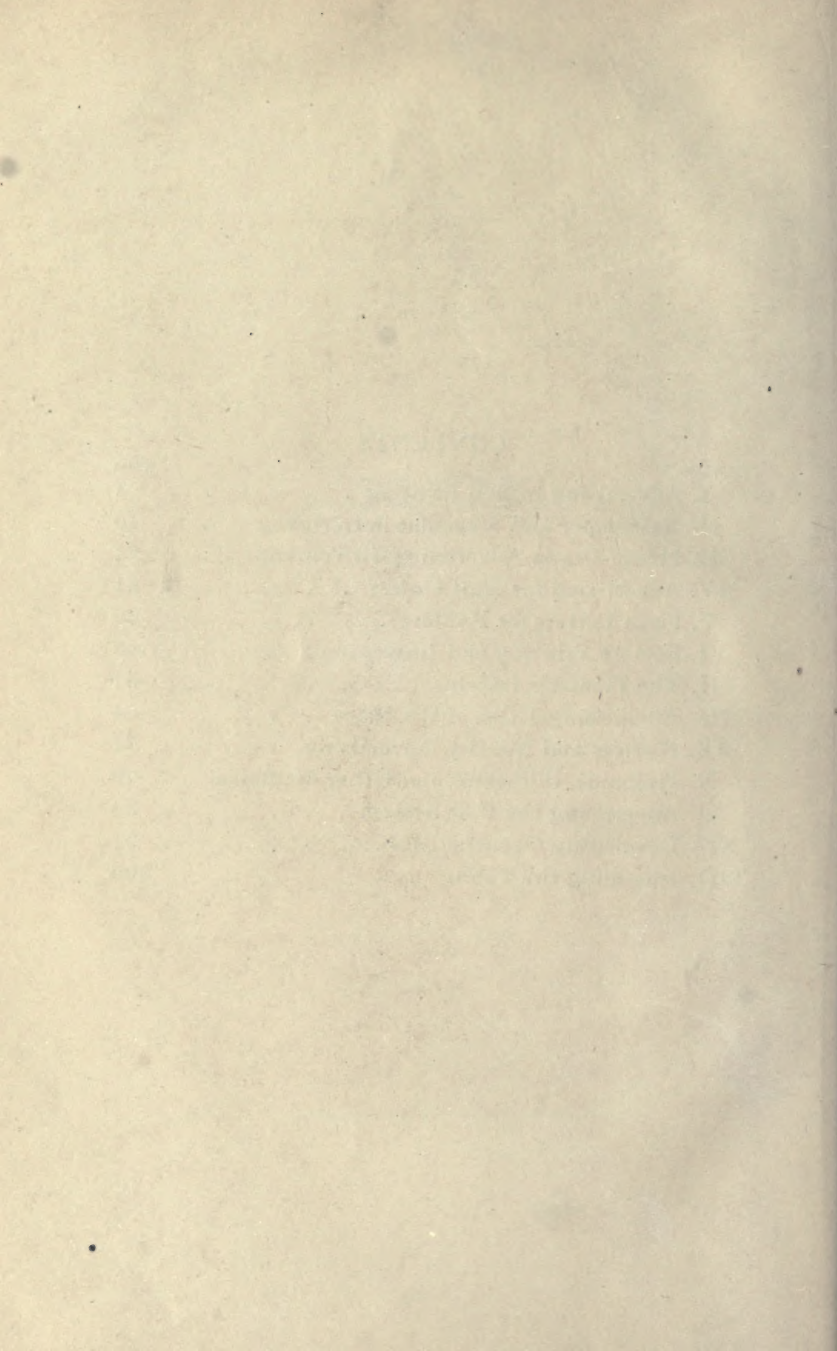
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IF A KNOWLEDGE OF COSTS IS A FIRST STEP,
MORE ADVERTISING AND BETTER METHODS CAN
WELL BE A SECOND STEP

AUTHOR'S PREFACE

HE most interesting preface of a book that I ever read is that in the front of "Eccentricities of Genius," written by my friend, the late Major J. B. Pond, of New York. After stating that he had three thousand volumes in his library, but that none of the prefaces suited him, he proceeded to take extracts from a half-dozen or more of these books, using those paragraphs, all more or less suitable, as the preface of his own book, telling of his association with great men and women.

I could hardly follow such a course in the preface of this volume, however, because it is, in a sense, a pioneer in the field of books. Nothing like it has ever been written, to my knowledge. There are books devoted to the advertising of some other lines of trade, but none dealing particularly with the advertising of the printer. For that reason I can hardly claim that my work "fills a long-felt want," and we do not have many long-felt wants of any kind in this progressive age. Wants are not felt very long before they are filled, and many needs are even anticipated before the public really knows that it has them.

My work need not be the less acceptable for this rea-

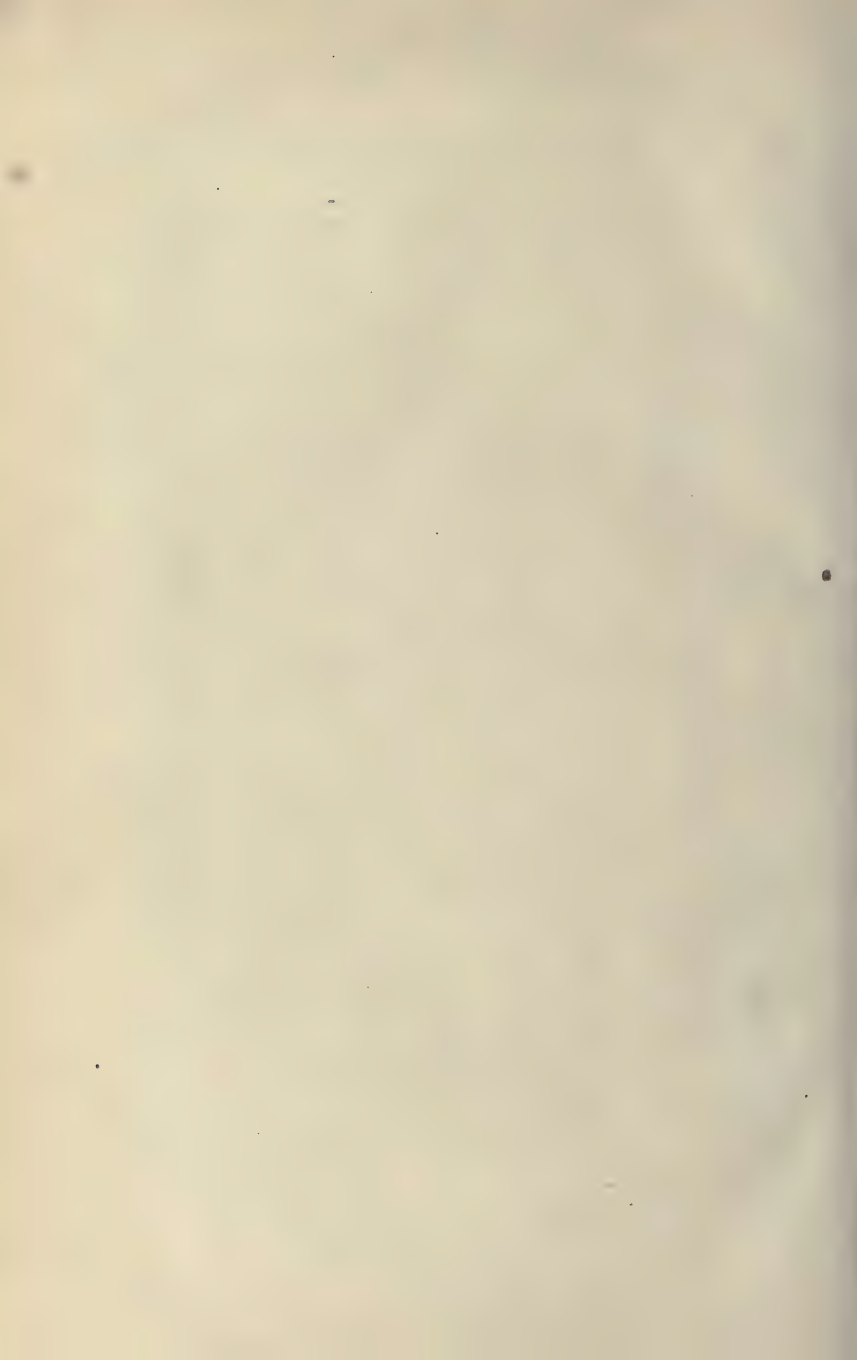
son, however. There is a growing interest in their own advertising on the part of the enterprising master printers of this country, and it is this interest which has led to the publication of this book. The publication of much of the matter contained herein in *The American Printer* awakened the trade to a realization of the special opportunities which they have before them for increasing sales by advertising, and the spirit in which these articles have been received indicates that a work containing practical suggestions, with ready-made copy and its use and application clearly shown, should appeal to printing houses that are aggressive in other lines as well as their advertising.

It has been said that if an accurate knowledge of costs is the first step in the reformation of the printing business, more advertising and better methods can well be the second step.

This, then, is the purpose of this book: to place before the heads of printing plants—the managers, the advertising and sales heads—a comprehensive view of the opportunities that are present for advertising the product—printing; and to show in a practical way how to go about the matter of planning and carrying out this advertising. Much of the suggested advertising copy is ready to use, either in whole or in part. Other copy can be adapted to use by slight changes. My main idea has been to make the principles of successful advertising for printers plain and of real everyday use. Practice as well as theory is represented in these pages, and the experience of many others as well as myself has been drawn on to make the work of the greatest practical value.

HARRY M. BASFORD.

HOW TO ADVERTISE PRINTING



IT IS OF FIRST IMPORTANCE TO ADOPT AN
ADVERTISING POLICY AND SYSTEMATICALLY
TO PLAN A CAMPAIGN

I.

ADVERTISING TO SELL PRINTING

IN CONSIDERING the preparation of a series of practical articles on advertising for the printing trade, I was struck with the lack of information in the form of books on this subject which are available to the trade. Printers' advertising has been neglected by writers on advertising subjects, and there are few if any books dealing with the problems of the profitable spending of money for publicity. One of the leading books on advertising deals with the advertising of thirty-nine different trades and businesses and devotes considerable space to telling advertisers technical points of printing; but there are no pages for the benefit and help of the printer who wants to do some advertising himself. As further illustrating the little attention that is given to the advertising of printing, let me cite a really valuable article which was published on the subject in a leading advertising journal. Being unusual, this article was considered notable enough to be republished in one of the printing trade journals. It was exceptionable for an advertising trade paper to devote space to printers' advertising. Even at national

conventions of the leading printing trade organizations there has often been no place on the programs for the discussion of advertising.

It may be that the printer is generally considered as already knowing all about advertising; but my study of the subject has shown me that he does not, tho he is glad to learn. Every employing printer knows something of advertising display; truly, but in many cases he knows more about producing good advertising for his customers in other lines than he does about turning out some profit-bringing publicity for himself.

I, therefore, found little precedent to guide me in preparing the matter for a series of articles on good advertising for the printing trade. I must largely pioneer the way, treating the subject in a manner that seems best suited to be helpful to ambitious printers who want to do more business and who rightly believe that the proper kind of advertising may be made an important factor in accomplishing this result. While there must necessarily be frequent reference to the principles and theory of advertising, it is my intention to make this series of a practical nature, with many examples showing how certain things have been done or may be done instead of merely stating a fact or an opinion and leaving it to the reader to work out all the details.

VALUE OF A DEFINITE ADVERTISING POLICY

In deciding to advertise or in making advertising changes (for every printer does some advertising), it is of first importance to adopt an advertising policy and to systematically plan a campaign involving the expenditure

of a certain amount of money and covering a period of time of at least several months. Many advertisers spend money because of a momentary inclination to invest in a certain kind of publicity; but results do not justify the rosy claims of the solicitor and disappointments of this kind can be largely avoided by deliberately planning a campaign along lines which seem to promise the best results and then adhering closely to this plan.

Advertising is just as important to a printer as any other part of his business: the selling end, the producing departments or even the cost-finding system. It is also as important a force at his command as it is for merchants and business men in other lines of business. The mail order dealer makes perhaps the fullest use of advertising, because the success of his business depends entirely upon the advertising. And a printer is too apt to overlook the powerful influence of printed advertising for success because he sees orders coming to him from regular customers without advertising. Business comes to the printer thru reputation or prestige, but both of these things are built up and fostered by advertising. The printer who enjoys a good trade, but who cannot see the necessity for expending time and money in systematic advertising, may see his business and his prestige of being the leading printer in town leaving him together, largely because some more energetic and ambitious competitor has conducted an aggressive advertising campaign and can back up his forceful advertising with a product and service that are as good and satisfactory as he says they are.

An advertising policy should compass the amount of money to be spent during a given time; the kind of

advertising to be done; the departments or kinds of work that are to be advertised and the prospective buyers that it is desired to reach. A proper consideration of each of these things should result in the outlining of a plan designed to produce the greatest possible results at as economical an outlay as possible. Time spent in preparing the advertisements should not be curtailed, however, because the success of any advertising depends first of all upon the matter that is put into the advertisements, and carelessly, hastily written advertising is one of the principal faults of the printers' publicity in this country.

In printers' advertising as well as that of all other legitimate lines of trade, truth should be the back bone of all the publicity. It is not honorable, nor creditable, nor is it necessary to advertise untruthfully, and the efforts of our leading advertising workers for truthful advertising should have the support of advertising printers. Misleading exaggeration and soliciting certain kinds of printing when the printer is not able to deliver the quality of work expected is not good advertising, and it is much better to present as impressively as possible the service that can be satisfactorily carried out.

A new campaign of advertising may be slow in showing results, and persistency is required; but if the right principles that make for success in other advertising are adhered to, the printer may receive as great benefits from his expenditure for publicity as any other advertisers.

HOW, WHEN AND WHERE TO ADVERTISE

It is important to know how, when and where to advertise; and as suggestive of the best way to solve these

problems, as each printer must solve them for himself, there are certain things to be considered.

First, being a producer of printed advertising, a printer should be a liberal user of his own work in the form of folders, cards, form letters, booklets, etc., which he can print in his own plant. Aside from this printed advertising, the local papers are often suitable for advertising for local business; a house-organ is an excellent means of reaching patrons and prospective buyers; calendars, envelop enclosures and package slips may often be used to advantage; magazines and publications of general circulation may be used to secure mail orders, and other mediums may be carefully weighed from the standpoints of clientele reached and comparative cost. The fullest use should also be made of the imprint.

The best time to advertise has been said to be "All the time," and to a great extent this is the right time for the advertising printer; but there are seasons when certain advertising will bring better results than at others. Much printing being for advertising purposes, it is well to consider this in the preparation of copy so as to present the idea of buying printed advertising at the time when the particular kind of work advertised is naturally wanted.

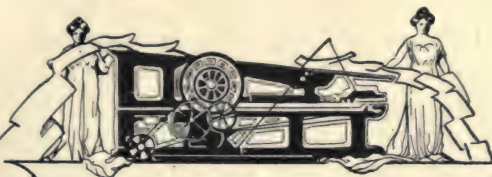
The place to advertise, that is the territory, should ordinarily be that which can be best served by the plant advertising. In direct advertising by mail it is of prime importance that the mailing list be composed of persons who may reasonably be supposed to be prospective buyers, and printers' publicity should be directed as nearly as possible in the preparation of copy, selection of medi-

ums, etc., to that part of the people whose business is particularly desired.

The amount which can profitably be spent for advertising is dependent upon many things: the available capital, the size of the plant, its location, etc. Five per cent of the gross business done would not seem to be too much to invest in advertising, if the work is well done, and much more might be profitably spent. The appropriation should be apportioned in advance to the various purposes and the mediums selected. Money spent foolishly for advertising, or in forms of advertising which are not expected to bring returns, should not be included in the appropriation, and such amounts would be better charged to charity, vanity, pride or any other real or imaginary account representing the real reason for the expense.

Where a plant has a number of departments or is doing a wide variety of work, it is probably a good plan to take up one department or one kind of printing, then another and so on thru the plant, not necessarily in rotation, but handling each department or line of work by itself, so as to reach the most people likely to be interested in each.

Good copy is essential to any advertising, and, if the head of the printing house does not feel inclined to write the copy himself, or if he has no one among his employees to whom he can delegate the work, it may be advisable to call on an advertising agency or a free lance ad-writer. And in this connection I wish to say that money paid for good advertising copy is exceptionally well spent, for the success of a single advertisement or of a campaign hinges upon the copy more, perhaps, than upon any other one thing. An advertising agency



I Am the Printing Press

I am the printing press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratories of history, the symphonies of all time.

I am the voice of to-day, the herald of tomorrow. I weave into the warp of the past, the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze with fearlessness into the vast beyond, seeking the consolation of a hope eternal.

When I speak, a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge and power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.

The above beautiful appreciation of the power of the press is taken from the publicity of one of the leading manufacturers of presses. It is an earnest endeavor to impress upon the swift-living Americans the importance of the printing press to our modern civilization.

But, now-a-days, literature and business are so closely associated that we must make an application of the above sentiments to things near at home.

The printing industry is one of the largest in Colorado, thousands of men earn their living through the medium of the printing press. And you who believe in home industries (and who does not?) will be both consistent and loyal if you will remember that Colorado printing builds up Colorado and the West. When a big house like The W. H. Kistler Stationery Co. does your printing, you are helping to build up the West, where you live and where you work. And our product is as good as you can secure anywhere.

Think this over and write us about your printing needs. We give correspondence of this kind the most careful and intelligent attention.

THE W. H. KISTLER STATIONERY CO., Denver

Page from a printer's house-organ, in which Robert H. Davis's masterpiece, "I Am the Printing Press," is reprinted and applied

will also be found ready and able to give good advice regarding campaigns and in selecting mediums where a number of newspapers or magazines are to be used. In the case of the printer who is also a publisher, it might be quite a novelty to have business relations with an agency other than in handling the advertising of others thru the agency.

AN ADVERTISING CLASSIC

The article, "I Am the Printing Press," is perhaps the finest thing that was ever written to exploit the machine which makes printing possible. It was originally written by Robert H. Davis, editor-in-chief of the *Munsey Magazines*, for R. Hoe & Co., and has been widely copied and used by printers in their advertising. The accompanying reproduction shows how one printing house made the application in its house-organ.

EXAMPLES OF ADVERTISING COPY

As examples of some of the advertising copy to be presented in these articles, the following paragraphs are offered, with the suggestion that they can be used in advertising in newspapers, folders, house publications and in many other ways:

DID you ever hear of a business man recommending the work of his printer? Perhaps so, but very likely your own and your friends' opinions of printers in general have been quite the opposite. Good printers are scarce, but at the risk of seeming egotistical we want to tell you that our customers are our friends and they are good boosters for our business. Wouldn't it be worth your while to try a printing house like this?

IS YOUR printing bill fifty dollars or five hundred dollars a month? We handle the orders of both large and small buyers and we want to show you why we think we should be your printers. If there was not a good reason we would not waste the cost of this advertisement.

WE DON'T advertise for rush orders, but when you have an order of printing that is really urgent, we can complete it for you on time—just when you want it, because our organization is trained to work without waste effort. Our promise to deliver is an obligation that means delivery on time. We don't often have to make excuses for delay.

THE customer is boss with us. We do as you say and you can have anything you want by asking for it. Our one and only requirement is that you allow us to make a price that will permit us a moderate profit on the work we do for you.

THE cost of printing is largely represented by the value of men's time, and our systematic method of handling work saves time and makes just prices. We keep an accurate record of the work of every man every minute of the day and our printing costs you the exact value of the time and material required, neither more nor less.

“SALESMANSHIP on Paper” is one of the best and most economical methods of selling that you can employ. Are you working it to the fullest limit? Even if you have the finest corps of city or traveling salesmen, you can make their work more productive by adding printed advertising to your selling forces. Let us show you how to do this.

ALL PRINTERS' ADVERTISING COPY SHOULD BE
PLAIN, STRAIGHTFORWARD, HONEST BUSINESS
TALK, WITH PERTINENT SUGGESTIONS

II.

NEWSPAPER AND MAGAZINE ADVERTISING

BOTH newspapers and magazines should prove good advertising mediums for printers in connection with printed advertising which can be produced in their own plants. As a general classification, there are city newspapers and country newspapers, monthly or weekly magazines, farm and mail-order papers and local magazines. The printer, whose appropriation for space is often limited, must use good business judgment in selecting those publications most likely to prove profitable to him, and if he does not feel competent to judge of the relative value of different papers, the advice of an advertising agency or competent free-lance advertising man would be valuable. Generally speaking, the recognized leading daily and Sunday papers in the large cities should be good mediums for the printer with a plant of fair size. In the country the small dailies do not usually circulate much beyond the confines of the town where they are published. The weeklies are read by the farmers.

A job printer in a small town would naturally not care to advertise in a local paper which also operates a job

department, and for him there are other methods of reaching the buyers in his territory, such as folders, form letters, booklets, etc. The magazines of national circulation would not be useful in soliciting local orders, and are valuable only in selling printed specialties by mail, or in marketing some kind of printing which might be ordered from all parts of the country. The same value attaches to the agricultural and mail order papers. The local magazines, such as college, school, club and society publications are sometimes good mediums for a printer in reaching out for local business.

As a general principle, a good medium is one which is known to circulate generally among the class of people it is desired to reach, and whose rates are not prohibitive, considering the inquiries or orders they will bring. In contracting for newspaper or magazine space better rates can usually be secured on a contract running a stated length of time, and where an advertising campaign is well laid out a considerable saving can be made by agreeing to use a stated amount of space within a certain time. If an advertisement is to be placed in a number of publications outside of the printer's own city the services of an advertising agency will be useful, as customarily they will place the advertising at the same rates charged by the publishers, and will attend to all details of checking, correspondence, etc., at no charge to the advertiser.

Many printers who wish to advertise thru newspapers or magazines find themselves in trouble as soon as they commence to get the copy ready for an advertisement. They don't know what to advertise or what to say, but there are many things about printing which can be

presented in interesting form to the public—always bearing in mind that the thing advertised should be a kind of printing or a line of work which is likely to be used by readers of the paper in which the advertisement appears. As suggested subjects for advertisements, some of the following might be exploited in a way that would make good reading and should really produce results: "I'm a Letterhead Specialist," "Printed Advertising With a Punch," "Why Not Advertise by the Direct Route?" "Why Some Advertising Doesn't Pay," "Who Is Your Printer?—Try Us," "Let Us Talk to You About Your Fall Catalog," "Scientific Prices With the Cost-Finding System," etc. Any one of these topics should suggest arguments and points that will not only interest, but will also convince the readers.

In sending advertising copy to publishers, it is often advisable for the printer to lay out his own advertisement and have it set with the display which he wants, in his own plant, so that he can then send proofs to the papers or have electrotypes made, in which case there would be the rather odd condition of an advertiser actually showing a sample of his own work in a newspaper advertisement printed and published in another plant.

A point which should always be considered in preparing a newspaper advertisement is to make the advertisement of real, readable interest. One way to do this is to select some particular phase of printing, or a certain kind of work, and talk intelligently about this, always remembering that the advertisement must be written to appeal to the reader's point of view.

In all publication advertising there are six principal

things to consider. They are the medium, the subject, the size, the copy, the display and the position. The comparative value of different mediums has already been considered, also subject matter for advertising. The size of an advertisement should be dependent upon the amount and importance of the matter in the advertisement. It is not a good plan to confine an advertising story to a certain fixed space, and it is much better to make the advertisement large or small, as needed.

All printers' advertising copy should be plain, straightforward, honest business talk—the news of the plant, with pertinent suggestions by which the reader may make use of equipment or facilities. Display is the way in which the copy is presented, and it is one part of advertising in which the printer should be most competent to do good work. The position of an advertisement in any paper is important. If an advertisement is run at top of column next to reading matter, it always has a better chance of being read. It is a question, however, whether these preferred positions are worth twenty-five per cent extra, as is often charged; and if the advertising printer can secure the co-operation of the publisher to the extent that he will agree to give a good position on request this arrangement is an excellent one.

Illustrations, borders and ornaments can often be used with good effect. They make an advertisement attractive. Anything in the way of display that makes an advertisement look different from other advertisements on the page is good display, and striking effects thru the use of white space are often better than any other arrangement.

To make a success of newspaper or magazine advertising for printing, it is only necessary to follow the principles and to devote the same attention to the subject that other advertisers are doing in many lines of trade.

THE PRINTER-PUBLISHER SHOULD USE HIS OWN PAPER

The job department of a printing plant publishing a daily or weekly paper or any other kind of publication, should be constantly advertised in the publications controlled. If the space is good enough to sell to other advertisers it should certainly be valuable enough to use in advertising another department of the business, considering all the advantages that the printer-publisher has over any other advertiser.

Display advertisements should be preferable to readers and the copy should be frequently changed, if not each issue. Too little attention is given to the opportunities that printers have in advertising in their own papers. I have often seen the job department advertising treated merely as a filler to be run when there was nothing else at hand to fill a certain space. An advertisement of this kind is usually hastily written in as few words as possible and hurriedly thrown together by the compositor, who may receive the copy at the last moment before press time. Such a system is all wrong and naturally leads the publisher to belittle the value of his space in his own mind. These advertisements usually read something like this: "Send us your orders for job printing and they will have our prompt attention. The *Tribune*, Bingtown, Ohio." This copy would be set in large type, all the same size, and might occupy (it could not fill) any sized

space from six inches double column to three full columns. This is not advertising as we are coming to know the science. It is worth next to nothing, and any real advertiser who sees a frequent repetition of such an exhibition is bound to lose faith in the paper permitting such a grossly careless misuse of space.

Some very interesting copy can be written about the job printing department of the average country newspaper. The purchase of new equipment can be told of, the cost-finding system can be advertised if there is one, nationally advertised brands of paper can be offered printed up into letterheads and other forms, and various kinds of printing that can be consistently produced may be advertised as well in the country paper as in any other way, and at the smallest possible cost. The copy for these advertisements should be written with the thought in mind of the people who are to read them. Their point of view is the one which must be reached if the advertising is to be successful. The printer-publisher is usually very familiar with the class of people reading his paper; he knows many of them personally and he ought to know what their printing needs are and what they know or think they know about job printing. Close information like this is often denied, by force of circumstances, to the professional ad-writer; but if the ordinary advertising man who makes copy writing his business were allowed to write some of the advertising for the job departments of country papers, or city papers either, he would create a sensation in the communities where these papers are published and he would materially increase the sales of their job printing departments also.

I have been a country newspaper publisher and I know that a man in this position must be a paragon of all around knowledge and a demon for work to make a success. He has little time to write advertising copy for his job department; but I believe it would pay even the busiest publisher to take the time to himself, or get some competent person, to write some really good advertising copy for his job department to be printed in his paper.

STOCK COPY FOR DISPLAY ADVERTISEMENTS

The following matter, written in fable form, was used in an advertisement of printing and it contains an idea which might frequently be used in connection with advertisements for printing. It should be followed with some strong copy directed to some particular kind of printing:

THE BUSY MAN AND THE PRINTER

IF YOU want to get a favor done by some obliging friend, and want a promise safe and sure on which you may depend, don't go to him who always has much leisure time to plan, but if you want your favor done, just ask the busy man.

The man with leisure never has a moment he can spare; he's busy "putting off" until his friends are in despair. But he whose every waking hour is crowded full of work, forgets the art of wasting time—he cannot stop to shirk.

So, when you want a favor done, and want it right away, go to the man who constantly works sixteen hours a day. He'll find a moment sure, somewhere, that has no other use, and fix you while the idle man is framing an excuse.

There is a moral to this bit of philosophy. It is—let the busy man do your printing—and as we are usually undeniably busy in our factory, the moral seems to point pretty straight toward us.

The following suggested copy is intended to furnish some ideas, not only on fit subjects for advertisements, but also illustrating the kind of arguments to be introduced:.

WHY NOT ADVERTISE DIRECT?

IF YOU want to see a man, you don't stand on a street corner and wait for him to come by, but you go to his office or to his house. Some advertising seems to us like standing on the corner on a possible chance that a prospective buyer may pass that way.

Printed advertising is the most direct way of reaching your prospective buyers, and nine times out of ten it is printed matter that you send out yourself to people whom you want to buy your goods that is the most effective and also the most economical—provided it is well printed.

The catalog is one of the greatest sales forces in modern business, and the booklet, the personal and form letter, the house-organ and the folder are almost equally important as order-getting factors in an advertising campaign.

Why not study your selling problems to see if more or better direct advertising will not help you meet your hardest competition a little better than you have been doing? With direct advertising you can concentrate your efforts where most needed, or you can reach buyers and prospects in your entire field.

We have some valuable information gotten from our experience in producing direct advertising which is at your disposal, and if you will consult with us about your printed advertising we can often suggest technical points designed to produce for you the maximum of result for an economical expenditure.

COPY FOR ADVERTISING SCRATCH PADS

DEFINANT SALE

WE HAVE on hand a large quantity of figuring pads that have been made up from waste stock in our factory. We are closing these out, assorted sizes in packages of fifty pounds,

at six cents per pound. This is pencil paper. We also have pads of ink paper at ten cents per pound. With your next order let us send you enough scratch paper for a year at these prices. The pads are all of convenient size, but we cannot guarantee any special size.

A strong personality injected into printers' advertising will make readers stop and read an advertisement which they would otherwise pass over, and if a striking and unusual style of expression and display is followed out in a series of advertisements the combined effect should be a valuable advertisement and worth all the time and study that was required to produce an out-of-the-ordinary impression. The following copy and display is suggested as a style of advertisement which could be extended to cover every department or subject of a printer's advertising:

LET ME BE YOUR PRINTER

MY CUSTOMERS boost for me and for my work.
A strange thing for a printer to say, but it's true.
They boost because they like my work.

When they order from me they get more than ink and paper. They get ideas and a service, which means that when I say a certain job will be on your desk at 4 o'clock you can go home at 3:30 and know that it will be there.

My business is not so large but that I can keep in touch with my patrons.

I'm a busy man, too. Don't ever go to a printer who has nothing to do and expect good service.

I can handle the work of just a few more customers without lowering my standard of what a printer ought to be to his patrons.

If you are located in the business district my office is conveniently near. If you are too busy to call I'll make the effort and pay you a visit.

My address is 2480 Main Street. 'Phone Main 648.

John Dobbs, The Service Printer.

WHAT TO SAY ABOUT YOUR PRINTING

The following paragraphs are offered as suggestive copy which may be used in building up advertisements for various purposes. They may be used wholly or in part or changed to meet particular needs or conditions:

IF YOU appreciate accuracy and promptness, you'll like our printing. Our printing service, that goes with every job, may be quite different from what you are accustomed to.

IS YOUR printed advertising as good as it should be? If you suspect that it might be improved, let us suggest from our experience in such matters how it may be made more effective.

YOUR office stationery is your business representative. Does it properly represent you and convey the favorable impression that it should? If not, let us furnish you some that will be effective advertising.

PRINTING has revolutionized the business of the entire earth. It has broadened the field of enterprise and brought the business world to the very doors of the manufacturer, jobber and retail merchant. Are you making the greatest use of this great commercial aid?

IT IS as much a mistake to send out poor printing as to send a poorly dressed salesman on the road. Neither can do you much good and may do much harm.

WHEN you buy the product of our presses, you get also the benefit of a carefully trained organization of experienced men who know printing from every angle. We strive to be really helpful and are always glad to advise or suggest.

THE reason that some printed advertising falls short of the mark is because it is not adapted to the purpose. We try to make every job we do fit the case.

A MAIL-ORDER department requires a particular kind of printing. Your printed advertising for out-of-town buyers should be as strong an argument as good English and good printing can make it. And your order blanks and other business forms sent to mail buyers should be one hundred per cent plain and simple. We have had experience in producing "Parcel Post Printing" that might be of interest to you. Ask us about it.

PRINTED advertising is direct advertising when placed in the hands of a prospective buyer of your goods. It is your direct, personal representative and your chances of getting the order depend very largely upon the appearance of your printing. It is worth while for the busiest business man to take the time to make sure that his printed advertising is as good as it can be.

THE HOUSE-ORGAN SHOULD PROVE EQUAL, IF
NOT SUPERIOR, IN VALUE TO MOST OTHER
FORMS OF PUBLICITY

III.

HOUSE-ORGAN ADVERTISING FOR PRINTERS



HAVE been investigating the subject of house-organ advertising for printers with the view to finding out how many printing houses in the country have adopted the house-organ form of advertising, and just how this kind of publicity is regarded by those who have established house-organs and are thereby competent, from their own experience, to give reliable information.

The house-organ for printing purposes has been growing in favor in many lines of trade for a number of years. The printer, not being a particularly aggressive advertiser, followed rather than led in taking up this form of advertising, which is so different in many ways from others. The house-organ has become increasingly popular among printers, however, and at the present time some of the best house-organ publications in this country are being put out at regular or irregular intervals by printing houses.

From various sources I have found about eighty-five leading printing houses in this country who are now publishing house-organs in various forms. There are perhaps many more being published, but these eighty-five are put

out by leading representative printers in their respective communities, and these publications may be regarded as the leaders of the trade. My investigation has shown me many things. Some printers report that the house-organ is the best form of advertising they have ever used. A Cleveland company states that its house-organ is securing unusual results. A Columbus firm says: "We started a little house-organ last year, and are enclosing herewith copy of a recent number. This method of advertising has produced better results for us than any other we have tried."

Others seem to be disappointed with the results secured from house-organ advertising. A few leading printing houses have written me that they have discontinued their house-organs. A Pacific Coast printer says: "We are not issuing a house-organ at the present time, as we found it unprofitable. The country is flooded with literature of this character, and the average business man throws it into the basket as quickly as he gets it. From our experience we consider it the poorest kind of advertising."

These extracts from letters indicate the two extremes of feeling regarding the value of house-organ advertising. Without disparaging the editorial efforts of anyone, I wish to state that those house-organs which are doing satisfactory work for their promoters are of a high order of excellence and carry out the principles of advertising which should win in whatever medium they are presented to the public.

There is a great diversity in style in the printers' house-organs that are being published. Some are large, some small, some printed in two or more colors, and some are simple booklets plainly printed on cheap paper.

EDITING THE HOUSE-ORGAN

The printers' house-organ, to be effective, should be attractive, interesting and should usually contain some matter aside from the advertising features. Pictures are good, epigrams have been used with success, and anything that will tend to place the buyer and seller of printing upon a basis of better understanding will assist in making the advertising productive. Suggestions on how to order printing, proofreading marks, advice on advertising, suggestions on printing for parcel post business, articles on direct advertising, directions on preparing copy, writing advertising, etc., and many other subjects can properly be discussed in the house-organ, and every issue should contain in many and varied forms the direct application to buy printing from the house issuing the publication.

One printing firm had an interesting article on "The House-Organ—Medium of Successful Advertising," suggesting its value and use for advertisers in many lines.

A recent issue of another house paper has some very clever and interesting sayings, and I wish to quote a few of these as indicating the kind of matter which helps to make a house-organ a live and welcome visitor to the desks of its complimentary subscribers. Under the title on the cover it says: "I am a monthly messenger from a lively printing house. I am an agent for the most powerful sales force in the world." On another page is read: "A card is but a little thing—but the strongest kind of a factor in a personal introduction. We are ready to make your 'little printed thing' better and more fruitful of results. Better still—ask us to call now." Under the head-

ing "Attention" is the following: "No 'coming' kid can be properly brought up without some 'attention.' The business that attracts no attention is the one not advertised. Good printing is the foundation of all advertising. And the firm without it needs some attention from us. Let's talk it over. We will swap our time for yours, even if yours is worth more."

It may safely be decided that house-organ advertising is well suited to the printing trade in its results and is particularly well adapted to printing because the expense, which might be urged against it by dealers in other lines, is less to the printer than to them. When consistently followed out for a reasonable length of time, the house-organ should prove equal, if not superior, in value to most other forms of publicity.

The size and style of a house-organ may be varied to suit the tastes of the printer issuing it. It should be produced in economical form on paper that cuts without waste and of such size as may be handled advantageously in the particular plant issuing it.

THE IMPORTANT MAILING LIST

Much depends upon the mailing list, and this should be most carefully compiled. There are various ways of securing the names of the complimentary subscribers, from directories, telephone books, from salesmen, from the ledger accounts of customers within about five years, etc. The best list can probably be compiled from all these sources. Your regular patrons and persons who have bought during the past few years and who might be considered desirable customers should all go on the list. Then

the prospects your salesmen are calling on and names of individuals or business houses whose business you can handle and want. Get the address of each one correctly, and where there is a buyer for the firm, address the house-organ to him personally, perhaps also to the active manager. If your list is large enough an addressing machine of some kind will be useful as a time-saver. The publication should usually be of such weight that a one-cent stamp will carry it in an unsealed envelop. And this envelop can be printed with some attractive illustration or design favorably indicating the contents.

The advertising matter in the house-organ may be partly display advertisements, with some straight reading matter advertisements and a few advertising paragraphs. If these are used, a good plan is to sandwich them in between short epigrams or paragraphs of a general but interesting nature. About half the book should be devoted to short stories, readable articles, illustrations, jokes and other matter of this kind which may be clipped from other publications that are not copyrighted. Editorial courtesy suggests that credit be given for matter taken from other publications.

As suggestive of some subjects which might appropriately be used for house-organ advertisements, there are the following phases of printing which can be worked up into interesting matter: "Who Is Your Printer?" "The Price of Printing," "Our Cost-Finding System," "How to Order Printing," "The Way We Handle Mail Orders," "The Right Printing for Your Business," "Your Letter Head—Is It a Creditable Representative?" and many others which will suggest themselves.

SELECTING A NAME

In considering the establishment of a house-organ a good name should be selected, and for your guidance in determining the name by which your editorial efforts shall be known, the following titles are suggested as appropriate. Some of them are already in use and others are original:

"The Clean Proof," "Profitable Talks on Printing," "The Punch," "Pen to Press," "Ink Bits," "Kistler's Komments," "Better Printing," "Graphigrams," "Print Talks," "Printing Tips," "Craven's Talks," "More Business," "Direct Advertising," "Once in a While," "Linotype Talks," "Impressions," "Clark Print," "Byck's Broadside," "Printing That Pays," "Franklin's Key," "Stone's Impressions," "Pulling Power," "Matter-'o-Types," "Common Sense," "The Moon Way," "Office Cat," "The Grasshopper," and so on *ad finitum*. Anything that is catchy and pertinent may make a good name for a house-organ, but care should be taken to choose a name that will wear well, and that is not dependent for its success upon temporary conditions.

SUGGESTIVE ADVERTISING PARAGRAPHS

Here are some original advertising paragraphs that can be used as they are or adapted to use by such changes as may be required:

PRINTED matter is the direct advertising route between your prospect and your plant. Most successful business houses are liberal users of printed advertising. The inference is plain, and this is a personal suggestion for your consideration in relation to your business.

COME to us with your printing troubles. Our experience should be valuable to you and we charge you nothing for what we know about printed matter.

YOUR printing should not be an expense, but the best paying investment you can make in your business office. Let us show you how to get dividends from your printing.

WE TAKE our own medicine and spend money for printed advertising. We practice as well as theorize on this question of making advertising pay.

MAKE your letterhead really represent your business. It certainly should not carry a poor impression of your methods. And it alone may be made an effective aid in creating prestige, which means business. Let us show you some of the business-getting letterheads we have furnished to others in similar lines.

WE ARE an organized force for better printing and better advertising. Our printing is more than a careless arrangement of ink and paper. Every job represents an intelligent effort to produce a result that is really suited to the purpose for which it is intended.

IN PRINTING office and factory forms we strive for economical usefulness, rather than an artistic effect, and our equipment is such that you get work which serves its purpose at the minimum of expense.

AVOID the "Cheap Printer." He does nobody any good, not even himself. Did you ever consider that it is not really to your own interest to patronize a printer who is not successful in conducting his own business.

SOME SUGGESTED EPIGRAMS

Here are a number of epigrams or philosophic paragraphs which illustrate a class of matter that has been very popular in house-organs. These were compiled from various sources:

¶ When a man loafes he just loafes; when a woman loafes she does fancy work. _____

¶ A quick way to remove the taint from other people's money is to get your own hands on it. _____

¶ An honest man cannot help feeling restless when his bills are unsettled. _____

¶ Wasted money may be accumulated again. It does not go out of existence. But wasted time is gone forever. _____

¶ It often pays to postpone decision until tomorrow, but it rarely pays to postpone action. _____

¶ Honest, now, have you not written a lot of letters that you wish you had not posted? _____

¶ The more a man forgives himself, the less he overlooks in others. _____

¶ Time may wait for no man, yet it manages to get him in the end. _____

¶ Never look backward—unless you can profit by the mistakes you have made. _____

¶ When a man starts out to look for fun he manages to uncover a lot of trouble. _____

¶ If a man's meals are cooked to suit him his other troubles don't amount to much.

☞ There are indications that the average heiress would rather marry a title than be happy. —

☞ Perhaps Adam's downfall was due to the fact that he had no mother-in-law to look after him.

—

☞ After a man dies he is soon forgotten—unless his name continues to adorn a page in the undertaker's ledger.

GETTING IN CLOSE TOUCH WITH READERS

As one way to get in closer touch with persons receiving a house-organ, the following article is suggested. Responses to copy like this may lead to pleasant and continued business relations, and the idea of getting the reader interested in the matter published naturally leads to an interest in the house publishing it:

YOUR INTERESTS AND OURS

DID you ever stop to think why we send you our little magazine every issue? The ultimate object of the publication is, of course, to advertise our business and sell more goods. But it is more than a piece of printed advertising, and we want you to consider it as our personal representative that calls at your office frequently and with a three-fold purpose. Aside from the advertising feature, it will entertain you and inform you regarding various printing matters which will surely interest you because so intimately connected with your own business.

We have a particular reason, too, for sending this booklet to you as often as we publish it; otherwise your name would not be on our mailing list. We mail a certain number of copies of each issue and the complimentary mailing list is carefully selected with a view to reaching just those people whom we believe we can serve to their satisfaction and our own. Business nowadays is much more than selling a single order at a profitable price.

Service is fully fifty per cent of the transaction, and we believe that in order to maintain continued satisfactory business relations with our customers there must be a profit to both parties, the buyer and the seller. We cannot continue to do printing unless there is a fair margin of profit in the work, and the printing that we do must be of profitable value to our customers.

If you are a regular patron of this house, we wish right here to say that we appreciate your orders and we want to continue to serve you. If you are not familiar thru experience with the kind of work and the kind of service that we provide, we want you to get acquainted. A trial order will show you without any argument on our part just what our particular brand of service means to our customers.

And we should like to know what you really think of our publication that you have in your hand? Is it entertaining? Do you read its pages and does it raise an occasional hearty laugh or crack your face in a broad smile? Do we publish information that is of value to you? Do you like its style and arrangement? Why not write us a letter and tell us what you really think of our booklets. We want to know. Perhaps you can offer some suggestions than we can incorporate into it which will make it more acceptable to you and to many others.

If you have an order ready you can inclose it with your letter; but if not, write anyway. Some of the best ideas for a publication of this kind have come from the readers, and if you and a few more of our subscribers can assist us to edit our booklet and make it more readable, no one will lose and we will all gain.


We appreciate the opportunity that our house-organ give us to talk in a personal way with a large audience of customers and prospective patrons, and we want to reach the highest standard possible in a publication of this kind.

THE EDITOR.

THE SUCCESS OF MAIL-ORDER SELLING OF
PRINTING REQUIRES A DEFINITE PLAN, CARE-
FULLY LAID OUT AND CAREFULLY FOLLOWED

IV.

ADVERTISING FOR MAIL ORDERS

 SELLING printing by mail to out-of-town buyers is not only possible but one of the most practical methods of extending the business of a plant which wishes to enlarge its field and increase the volume of business.

Every large printing plant does some business with buyers who may never be seen in the office or who are beyond the reach of the solicitors, and there are a number of printing houses whose principal or entire business is with mail-order buyers.

Mail orders for printing depend entirely upon advertising, and the success of mail-order selling requires a definite plan, carefully laid out and carefully followed. For this reason no printing house should enter the mail-order field until the situation has been thoroly considered and the principles of mail-order selling fully understood.

The main field of a business of this kind lies in selling printing specialties, because the advertising matter can be concentrated upon one line of work to advantage when it would be impracticable to try to cover the entire range of work handled by the ordinary job printing plant. To

undertake a mail-order department or to start a mail-order printing business it is therefore first necessary to decide on the kind of work to be solicited thru the advertising. This may be any line which can be handled conveniently in the plant, such as special form blank books, filing cards, gummed labels, commercial stationery such as letters, envelops, etc., sheets for loose-leaf books, show printing, society stationery, catalogs, book plates or almost anything else. With this decided, it is still a question of how to advertise, which may be done thru newspapers or by sending printed advertising direct to a list of carefully compiled prospects. Either plan may be good, but a combination of both methods of reaching buyers will very likely be best, particularly if a line is selected which depends for its successful selling upon a great many sales at a small price.

If it is desired to add a number of regular customers, such as manufacturers, jobbers or large retailers, to the patrons of the house, the direct mailing should prove most effective. This consists of preparing a list of firms whose business is desired and keeping a steady stream of printed advertising going to each of them for a period of time covering at least three months. I know from personal experience that this kind of advertising is effective, because I have tried it with success. The advertising thus sent should consist of form letters, folders, post cards, circulars, etc., alternated with each other and with a return post card frequently enclosed in the envelops to make it easy to order or to ask for quotations. This phase of a mail-order campaign will be more fully taken up later in this series under "Form letters."

HANDLING THE CORRESPONDENCE

Except in selling small printed specialties, such as coin cards, stock labels, printed form books for special purposes, and other things of this nature which might be kept in stock to fill cash orders, the advertising of printing to secure mail orders is naturally directed toward getting inquiries, which may by correspondence be afterward turned into orders.

Selling printing by mail is different from most other mail-order lines in this respect, and it involves the use of more personally dictated letters and fewer form letters. It is essential to success that all inquiries for quotations or other information be handled promptly and intelligently. Where a price is quoted the specifications should be required in detail from the prospect, or if these are lacking, the quotation should make very plain just what sort of a job is estimated on. A dummy of the job, sent along with the quotation, will save misunderstandings and is usually worth its cost for this reason.

When the order is secured it should be acknowledged, preferably by letter, in a style indicating that all of the buyer's instructions are understood and that every department of the plant will unite to produce a satisfactory job, delivered at the time promised. When a date for delivery is required, this should be made contingent upon the return of all proofs within a certain number of days from the date sent, otherwise there may be a week's time, while the proofs are out, when no work can be done on a job; and the customer is prone to overlook such things as delay on his part in the return of proofs, time required

for proofs to come to him and return, and the uncertainty at times of the mail service. Another protection that the printer can insist upon is that the time required to complete the work date from the day when the last copy is received.

Almost any kind of printing orders can be profitably handled by mail if the right system in handling the correspondence is followed out. Much show printing is handled thru mail orders, and I have known of a few plants in the smaller cities where show printing was handled exclusively thru the mails. By offering good value and giving prompt delivery service, this is possible, and the plan of doing an exclusive mail-order business is quite practical in many lines of printing, such printing that may be impossible or impracticable to handle by mail being quite the exception.

A PRINTER'S OWN LETTERHEAD

The sending of many personal and form letters being essential to mail-order selling, the letterheads and envelopes used are important, and aside from the particular value in securing orders by mail of good stationery, all correspondence of printers should be carried on with letterheads which convey a favorable impression of the business represented. Your letter cannot be well dressed unless you have a good letterhead, and it is the poorest business judgment for a printer to use stationery that is poorly designed or poorly printed on cheap paper. If a man sends you an order on a sheet of paper torn from a common tablet you are not favorably impressed, but if it comes on a nice sheet of paper with a well-printed,

embossed or lithographed heading, you are impressed with the probable value of the writer's account. Your own stationery is perhaps doubly important to you because you are in a business that is expected to produce creditable work in this line. A good appearance wins.

I have received letters from many printers in all parts of the country, and it is to the credit of the trade that I can state that most of the stationery used is really of a high order. Many of the letters were, however, received from larger firms in the big cities, and I know that stationery of other printing houses is subject to much criticism and improvement. Choose a good grade of bond paper for the purpose, and whether you have the heading printed in one or more colors, see that the work is first-class in every respect, and that the copy carries a strong impression of your business.

Some of the best letterheads from printers have the sheet bordered, either with a rule border or with a design pattern of some kind, which is attractive, and because the style of treatment is out of the ordinary is something of a novelty.

The most novel letterhead I have seen for some time measures $8\frac{1}{2} \times 14$ inches, and is so arranged that the three inches at the top are folded down over the face of the sheet. The heading was lithographed on this folded-over part, and when the fold is lifted up a striking advertisement is shown on the space $8\frac{1}{2} \times 6$ inches at the top of the sheet. The entire face of the sheet and the part folded over is bordered in gray, and the heading and advertisement are lithographed in a combination of black and gray.

SUGGESTED MAIL-ORDER COPY

As suggested copy for mail-order advertising the following is given with the idea that it may be used as written in part or that it will serve as an example of some of the points to be featured.

ACTUAL TYPEWRITTEN LETTERS

Produced by printing thru large typewriter ribbons. A perfect match guaranteed. We furnish typewriter ribbons to match our form letter printing and the result cannot be distinguished from typewritten letters.

If you have been bothered in getting letters that match your fill in, write for samples and see for yourself the perfect work that we do.

ACME PRINTING COMPANY, Chicago, Ill.

An advertisement like this should be set to occupy a small, single-column space in publications reaching mail-order dealers and merchants having mail-order departments. Any large advertising agency can suggest a list of trade papers reaching this class of buyers.

And here are three advertisements taken from publications, just as they appeared, illustrating three lines of specialty work which are being advertised by mail:

STORE PAPERS

HAVE A PUBLICATION OF YOUR OWN

We will be glad to furnish
you with information

THE NEW FRANKLIN PRINTING CO.
65 East Gay Street - - Columbus, Ohio

The Most Complete Advertising Record Ever Published

Keeps tab on all replies, all cash, all charge accounts, all expenses, etc. Price complete only \$1.00, also index Tags, practical and convenient, 26 for 15c.; Address Record, complete 15c.; Systematic Order Cards, 50 for 35c., or \$3.00 per 1000. All prepaid. Samples 10c. Special proposition for mail dealers. Address,

Smith Commercial Publishing Co.
Box 892, Tampa, Fla.

INITIAL STATIONERY

Hand stamped, in color and gold, on heavy linen paper, finest quality. 24 sheets and envelopes, 50c box; 24 sheets, 24 correspondence cards and 48 envelopes, \$1 box, charges paid. State initial. Money returned if not pleased.

Charles H. Elliott Co., 1638 Lehigh Ave., Philada.

SELLING SOCIETY STATIONERY BY MAIL

That it is possible to sell engraved cards and stationery by mail is shown by the fact that a number of engravers, printers and stationers are continually advertising for this sort of business, and it is possible to build up a considerable trade from out-of-town patrons by advertising for work in newspapers or magazines. Mail-order advertisements of this kind should usually be small on account of the cost, and should feature some special line in the advertisement, followed by an explanation of the lines of work you are doing. The copy should be brief and to the point, and written in the most forceful style of which you are capable. If you are featuring card printing or engraving it would probably be best to quote prices on fifty or one hundred cards, postpaid.

In selecting mediums for this sort of advertising, the

price per line of the space is of course one of the principal considerations. Generally speaking, papers or magazines circulating in the territory which you wish to reach should be used. If you are advertising work for women's use, use publications which are largely read by women. Business stationery, however, should be advertised in publications that are read by men. The following advertisement reproduced from a business publication is a good example of this kind of advertising, and the etching, "Engraved Cards," in script adds attractiveness to the advertisement and is particularly appropriate to the copy:

<i>Engraved Cards.</i>	SOCIAL
	Engraved one line plate and 100 cards, postpaid. Mrs., Miss or Mr.
	SCRIPT \$1.25 SQUARE LETTER . . . \$1.75 SHADED LETTER . . . \$2.25

The advertisement offering one hundred engraved wedding invitations for seven dollars was taken from the *Saturday Evening Post*, where it was run by a Chicago Engraving Company, and it indicates the field which may be reached in advertising for work of this kind. This is excellent copy, well displayed, and may be taken as a model for other advertising of this kind:

100	ENGRAVED WEDDING INVITATIONS	\$7		
Highest Grade—not a printed imitation. Correct styles. Each additional hundred \$2.25. Outside and Inside En- velopes. Transportation prepaid. Send for free samples. 100 Finest Engraved Calling Cards \$1.00.				
BUSINESS STATIONERY 100 Engraved Business Cards, \$3; each addi- tional hundred 85c. Finest engraved business stationery at new, low introductory prices, this week only. Samples free.				

The following reproduced advertisement is shown to illustrate what an attractive display may be secured in a small space. An advertisement like this might be run in local newspapers or in publications of more general circulation for mail orders. This one was intended to reach the out-of-town buyers:



50 WEDDING ANNOUNCEMENTS
100 CALLING CARDS, \$
25 CORRESPONDENCE CARDS
and ENVELOPES, EMBOSSED, all for **95**

Announcements & Cards of De Luxe Quality. Hand Engraved in English Script: Correspondence Cards Embossed with Three-Letter Monogram: delivery prepaid. & Write for free samples.

SMITH-BROOKS SOCIETY STATIONERY SHOP,
1737 CALIFORNIA ST.,



A BUSINESS-GETTING FORM LETTER, TO BE
SUCCESSFUL, MUST HAVE PULL AND FORCE,
SINCERITY AND ENERGY

V.

FORM LETTERS FOR PRINTERS



KNOW of no reason why form letters should not be successfully used by printers as a part of their advertising campaigns. These letters, resembling more or less personally dictated letters, are the backbone of the mail-order business, and in advertising for out-of-town orders they are almost a necessity to the printer.

Form letter advertising is the most direct advertising you can do and is the nearest approach to personal solicitation by a salesman of anything you can send out. Best results can probably be obtained by using them in connection with other advertising mailed to the same persons. For instance, you might send out a form letter this week, a folder next week and a post card reminder the week following, and each form of advertising would fit well into the complete campaign to secure the business of the one addressed. The aim in soliciting mail-orders for printing is usually to secure the continued patronage of some business firm rather than a single order, and for this reason it should be profitable to continue mailing let-

ters and other advertising matter to the same list of names, even tho no response is secured for a number of months.

A business-getting form letter, to be successful, must have pull and force, sincerity and energy. It must radiate an air of success and ability and should be designed to feature one or more distinctive points. To send out form letters, couched in weak and faulty English, stating merely that you were in the printing business and could handle all kinds of work, would be folly. To win attention they must be aimed at some particular point likely to interest the reader, and they must hit the mark, so far as their construction is concerned. In no other form of advertising is it so necessary, perhaps, that the copy have the "punch." Form letters should be free from superfluous words or outside references, but should go straight to the mark in the strongest sales-English at the command of the writer. They must tell their story convincingly and in a way calculated to hold the attention and interest of the reader. Write your form letters with a thought in your mind of the man who is to read them.

Most form letters have to do with the solicitation of orders, but the printer who builds up a business by mail with out-of-town patrons will also have use for other forms which will save time in dictating personal letters. These might be written to cover various points with reference to the sending out of proofs, inquiry letters regarding proofs not returned to the printer and various other phases of handling orders from out-of-town buyers. A good letter acknowledging the receipt of an order might also be used to advantage, being much better in many cases than a post card acknowledgment. In using a num-

ber of letters of this kind and in writing follow-up letters soliciting business, great care should be taken that they are harmonious with each other. They need not, probably should not, all be written in the same style, but they should all show the same spirit of providing satisfactory service.

FOLLOWING UP PROSPECTS BY MAIL

Do not be discouraged if your form letters bring but slight results after the first mailing or two. The follow-up part of the form letter campaign is the most important. The impression your first letter may create will not often bring the order, but the second letter makes your business and your house more familiar to the person addressed, and from my own experience I can say without fear of contradiction, that if you have something to offer in your service which is applicable to the business houses on your mailing list you will eventually secure a good percentage of orders from your prospects if you will continue the form letter advertising, helped out with folders, cards or other printed matter for a number of months. The thing to remember is that you are not soliciting a single order, but the continued patronage of the firms addressed, and that you can well afford to spend several dollars in form letters on each prospect if you are convinced that you will eventually secure the business desired.

Don't repeat the same proposition or arguments or features in each letter, but try to bring out new points in favor of your business each time with just enough connection between each letter and the preceding ones to connect them in the mind of the reader as all coming from the same firm.

A principle of form letter advertising is to make it easy for the prospect to order. This may be done by enclosing order forms, return envelopes or post cards for a reply. In advertising to out-of-town business houses for mail-orders on printing you would hardly expect to receive direct orders from a form letter. What you should go after is inquiries and correspondence of any kind that will give you the opportunity to write a personal letter, and these personal letters in reply to correspondence should be as carefully written and in the same general style as the form letters. It would be a poor policy, for instance, to pay an expert form letter writer ten dollars each for writing your form letters and then turn the result in correspondence over to some inexperienced clerk whose letters in reply to inquiries received would be far below the standard of your form letters.

The points which you should feature in form letter advertising are the special facilities or experience you may have in handling the particular class of printing which is used by the ones addressed. As a general rule, I do not believe in making a point of cut prices in any advertising. You should rather talk quality, but in mail-order advertising quality alone will hardly bring the business. You must feature the quality of your work and your service as applied to particular lines of printing. If you are making a specialty of printing business forms, enlarge upon this idea. If your line is commercial printing, letterheads, envelopes, etc., explain your facilities for doing this kind of work. If you pay the delivery charges on orders this is an excellent talking point, and I once conducted a very successful campaign for out-of-town

orders one of the principal drawing points of which was the old slogan, "We Pay the Freight."

The form letter was originally intended to lead the recipient to believe that it was a personally dictated letter, and it is important that the fill-in of the name and address at the top match the balance of the letter, which is the product of some form letter process; but there is a growing tendency not to attempt to fool the reader in this way. Some advertisers add a postscript reading, "This is one of a number of letters sent to friends," or "Because of the many persons to whom we wish to present this matter, we are unable to write each a personal letter."

While it may not be necessary, even in the interests of truthful advertising, to add a postscript of this kind, the form letters of the printer should be truthful, not promising what he cannot do, nor making alluring statements that will result in disappointment. Printing is as legitimate a business as any, and it can be successfully advertised in a legitimate way.

The best style of a form letter is in a personal vein, but it should not be so enthusiastic as to exaggerate the service offered, and this is not necessary.

If you are mailing several hundred letters to business men in the same city you can very likely secure enough inquiries from this locality to pay you to send a competent salesman to call on these prospects, making occasional trips for this purpose, and I have many times succeeded in securing very satisfactory business from trips of this kind which I have made, calling only on those from whom inquiries of some kind had been received.

If you are doing work for several firms in the same line

of business you should add other business houses in the same line to your mailing list, and the selection of these names is an important consideration in the matter of form letters. Select the names of business people in the same or similar lines of trade. For instance, you might advertise in the same way to commission men, wholesale houses in various lines, department stores, schools and colleges, real estate and land dealers, manufacturers, railroads and street railway companies and many others, grouping the names as far as possible.

A card index for the names on your mailing-list is essential in carrying out a follow-up campaign. On these cards details of information such as dates of mailing, dates that inquiries are received, dates and amounts of orders, etc., should be entered, and it will pay you to keep this information up to date. A few minutes' work each day will do it.

There is an unending discussion going on as to the comparative value of mailing form letters under sealed postage or at the open printed matter rate. The post office provides that twenty or more unsealed letters that are identical may be mailed at the same time at the printed matter rate of one cent for each four ounces of weight even tho the name and address is filled in with typewriter at the top and the signature written with pen and ink or imitation handwriting. There are arguments in favor of both rates of postage. As a general principle, however, if you are mailing only a few letters it is preferable to use the two-cent stamp on a sealed letter. If your list is large and you intend to follow it up, you might send your first letters under sealed envelop and the

others in penny-saver envelopes, which permit postal inspection, but are apparently sealed and go at the printed matter rate.

A FORM LETTER TO MANUFACTURERS

As a suggestion for the kind of letters which should prove effective in your form letter advertising, the following may be taken as an example of a good style to be followed:

Acme Manufacturing Company, Chicago, Ill.

Gentlemen:

Does your printing satisfy you in every way?

If not, let us show you the kind of service in the printing of your office and factory forms which we are doing for other manufacturers who say that they never had as good work at such reasonable prices.

We specialize on the printing of the various forms needed in conducting the manufacturing business, and we have equipped and arranged our plant so that we honestly do turn out work of this class in better style and often at lower prices than it can be done in printing plants which do a more general line of work.

Put a few of your regular forms in the enclosed envelop, stating about how many you order at a time, and we will quote you promptly, with samples of similar work which we have done for others. We can thus prove to you that our statements are correct. The matter may be as much to your interests as to our own, and we want the privilege of showing you what we can do along these lines.

Very truly yours,

HOW TO ACKNOWLEDGE ORDERS

The following form letter for acknowledging orders received by mail might be utilized with slight changes in acknowledging almost any kind of an order:

Acme Manufacturing Company, Chicago, Ill.

Gentlemen:

Your favor of third instant with order for ten thousand booklets is received, and in thanking you for this favor we wish to say that the production of this booklet will have the careful attention of our various departments until it is delivered to you on the date specified—the fifteenth of this month.

We have gone over your suggestions and details of your order carefully, and the specifications are thoroly understood. There is nothing in them to increase the price over that quoted you.

We expect to mail you proof in about four days, and we will appreciate your prompt return as soon as you have looked it over.

If there is any other printed matter to be used in connection with this job we should like to handle it for you, and will endeavor to complete it at the time the booklets are finished.

Again assuring you of our intention of making this booklet a creditable piece of advertising for your house and for ourselves, we are,

Very truly yours,

A letter like the above might be kept in the office for a general form to be copied with such changes as necessary in acknowledging all orders, and would perhaps be more practical than to have a quantity of form letters printed. The copy could, however, be adapted to the latter use by leaving blanks for the date and the kind of work.

TO BE KNOWN AS THE SOCIETY PRINTER OF ANY
LOCALITY MEANS PROFIT AND SUCH A REPU-
TATION IS EASILY MAINTAINED

VI.

SOCIETY PRINTING AND ENGRAVING



PRINTED and engraved stationery for use in polite society is a line which may be developed to considerable proportions by printers in cities or towns of such size that society is a recognized institution, and even in towns of five thousand people there is an opportunity to make money from this line. It requires only a small equipment of type and a limited stock to handle the printed orders, and printers who do not do the steel die work and copper-plate engraving can arrange to have this work done for them by some trade engraving shop either in their home town or in some nearby city. It is simply a matter of advertising to get these society stationery orders. If you are soliciting local orders you must have a location convenient to women, but if you advertise for mail orders any location will do.

To be known as the society printer of any locality is prestige that means profits, and once secured a reputation of this kind is comparatively easy to maintain.

To successfully carry on a society stationery department, the advertising must be attractive to women patrons,

for these are the ones who buy calling cards, wedding stationery, engraved invitations, "At Home" cards, etc. And as women are particularly susceptible on the subject of styles, the "good form" of your work should be frequently featured in this advertising. If a printer can let it be known that he is closely in touch with the stationery styles in New York and other eastern centers of fashion, it will not be hard to secure most of the best orders for society stationery in his locality.

Newspaper advertising in newspapers and on pages that appeal particularly to women is effective in winning this kind of trade, and the copy of these advertisements should be carefully prepared in faultless English that has an air of dignity as well as an attractive appearance. The management of the department should carry out this same impression in every way.

Because many women are not familiar with the correct usages of society, some society stationers offer as an inducement to lady callers a free copy of a book on social etiquette or on the subject of social stationery. Other books on the correct appointments of a wedding have been successfully used in this way.

All society stationery should be delivered in boxes carefully packed, and the burned wood box with the advertisement of the printer or stationer burned on the inside of the cover has proved very popular. Another way of advertising the society stationery department is to have the engraved copper plate used for the invitation or wedding announcement made into a unique card tray by bending up the edges and perhaps cutting them into fancy shapes, which may be done by metal workers.

In every city and town there is a considerable trade in the printing and engraving of personal or calling cards for both ladies and gentlemen. Printed cards are in common use, and the right kind of advertising for these orders of fifty to one hundred cards at a time is good publicity. The nature of the printing business is such that I do not advocate the advertising of cut prices as a general custom, but this matter of calling cards recalls to my mind an occasion when I did a very satisfactory one-day business in printing calling cards at a special cut price. The selling event was advertised by circularizing the town with an attractive folder in which a sample card was enclosed, and the price was cut about one-half on all orders received on a certain day. The number of orders received was surprising, and the cards were printed at small cost by running them in forms of four or eight.

There is a possibility of building up quite a trade in mail orders for society printing and engraving by advertising in papers or magazines that reach out into a territory beyond your home town. These advertisements should usually be small, and should either feature the advertised price or should invite correspondence by offering to send samples of work.

June being the month of weddings, the latter part of May and the early part of June each year will naturally be the best months in which to advertise wedding stationery. Cards and other forms may be advertised in almost any month of the year excepting mid-summer.

SUGGESTED COPY FOR SOCIETY STATIONERY ADVERTISEMENTS

Here is some suggested copy which might be used in

whole or in part in making up an advertisement on this subject, and it is urged that an illustration indicative in some way of a wedding ceremony be used to call attention to the advertisement. This illustration might take the form of a decorative border of cupids or it might show the marriage ceremony in the church, or the head and shoulders of a bride and groom.

WEDDING BELLS RINGING THIS MONTH

The invitations should reflect perfect taste. Quite as important as any of the other appointments of the wedding are the invitations or announcements, and no form of social stationery receives such close inspection. The wedding stationery should be absolutely correct in every detail, and it will be faultless if you permit us to handle this important detail for you. We keep in close touch with the changing styles in eastern fashion centers, and our facilities and experience in producing copper plate engraved work on social forms assures you perfect satisfaction in this important part of the arrangements for the wedding.

Our society stationery department is arranged to insure privacy while ordering stationery of this kind, and we invite prospective brides and their mothers to call and see samples of the new styles of both paper and engraving that are being used in New York, Boston and Philadelphia this season. If not convenient to call we will on request gladly mail samples with full information for ordering.

The following copy properly arranged typographically also makes a good newspaper advertisement of small size. The head line should include either the name of the firm doing the advertising or the name of some well-known brand of paper for society stationery.

BLANK WEDDING STATIONERY

Has a style and touch of quality that distinguishes it from all others—a difference instantly recognized by people who know.

Blank finish brings out the beauty of the engraving as no other paper can do.

Our engraving and printing are in keeping with the quality of paper—the styles in accord with the latest dictates of fashion.

Prices are no higher than usually paid for the ordinary kinds. Samples on request.

Here is some additional copy for an advertisement of engraved wedding stationery, suitable for use in newspaper, program or almost any other medium. With slight variation it might also be used for advertising printed wedding stationery by the printer who does not handle engraved work :

WEDDING STATIONERY

Particular occasions demand the most exacting care, and no occasion is more important than a wedding in the family.

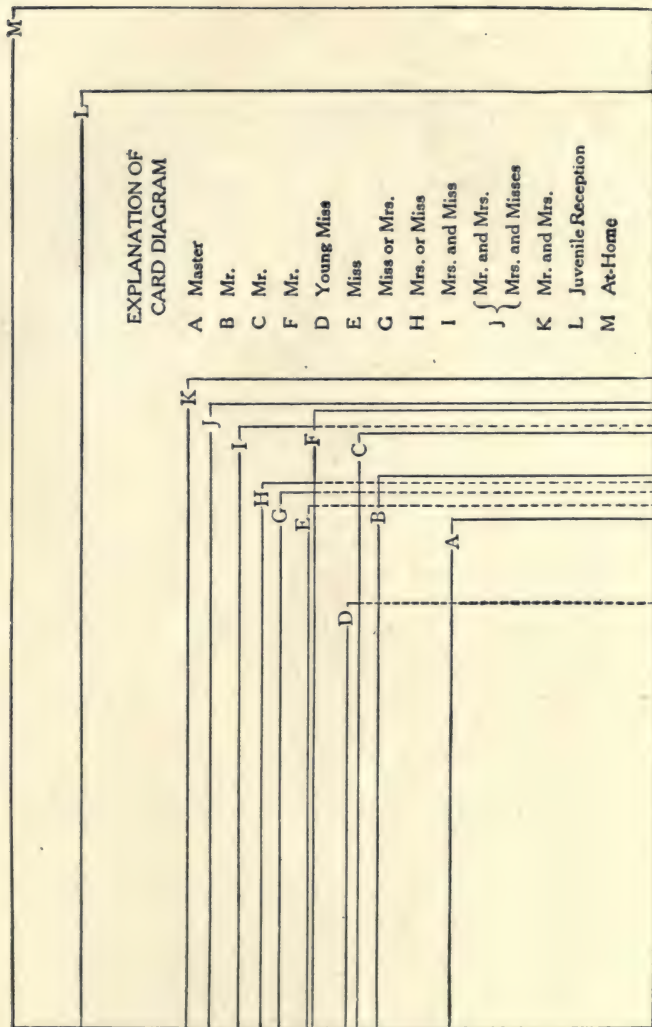
A consultation with our engraving department will simplify the problem for you :

First. By giving you a choice of the new and proper styles, the same as used in New York.

Second. By giving you the absolute assurance of satisfaction.

Third. By charging no more than commonplace work costs elsewhere.

Buyers of society stationery, whether printed or engraved, look to the one who produces the work to tell them what styles are in favor in leading society centers, not only in styles of engraving or type but also in shapes and sizes of various cards and papers. A folder giving the prevailing card sizes and samples of the styles of type or engraving used is almost essential and is also excellent advertising. For the benefit of printers who may not have the information at hand the accompanying scale of card sizes is given for use in this way.



Scale of card sizes for society printing

MAKE THE ADVERTISEMENTS INTERESTING

Any interesting bits of information regarding styles in society stationery can be incorporated into advertising copy for this department, for buyers of these goods consider the style quite as much as the price, if not more. Correctness should be one of the principal features of most advertisements of engraved or printed forms for social usage.

Illustrating the use of extraneous matter, the following copy was used by a successful advertising stationer in a house-organ advertisement on calling cards:

THE NEW VISITING CARDS

The plain visiting cards of today are to be superseded, it is said, by elaborate and ornamental cards like those in use a century or more ago. Before these ornamented cards of the early nineteenth century were introduced, visitors wrote their names on the backs of playing cards, which were not decorated then as they are today, but were left blank. France inaugurated the fashion of carrying decorated visiting cards, and the fashion was quickly adopted by Italy, England and Germany. Many and elaborate were the designs—the best of which were made in England—and it was not until after the French Revolution that the plain, undecorated visiting card came into use.

And we will be the first to show these new calling cards almost as quick as they make their appearance at the big stores on Broadway, New York.

The reproduced advertisement from the Smith-Brooks Society Stationery Shop is an excellent example of good style and display. It features the samples of wedding stationery as attractively as could perhaps be done and should bring many inquiries. The size of the advertise-



**SAMPLES &
WEDDING
STATIONERY**

A Dainty Box Containing A
Complete Set Of Samples Of All
The Correct Forms And Styles
Of Hand-Engraved Announcements,
Invitations, Cards, Etc., With Brochure
"THE STATIONERY FOR THE WEDDING."
MAILED FREE ON REQUEST

SMITH-BROOKS SOCIETY STATIONERY SHOP
1737 CALIFORNIA ST.

This was a double-column advertisement

ment might be open to criticism, but only on the ground of the cost of the space. Every advertiser must decide for himself the proper size of space to use based on the rates he is paying in newspapers or other mediums. A trial of various sizes with the same copy will show which size is most economical and brings inquiries at the lowest cost.

TWO ODD DISPLAY ADVERTISEMENTS

Freak advertisements are not usually considered good advertising, nor are they; but in connection with this subject of advertising society stationery, here are a couple of odd ones that I designed for the firm mentioned which served their purpose in a campaign of newspaper advertising. They illustrate the wide range of possibilities in the advertising of engraving and they attracted attention because they were different.

My Dear Mat:-

I am so happy to know you and Jack are to be married, and I think you will be the sweetest bride of the year.

Now, dearie, be sure and get your invitations, or announcements, at Kistler's, 1533-43 Lawrence St., Denver. We got ours there and they were just fine.

Lovingly,
Ethel.

Mr and Mrs. Society Folks

announce the marriage of their daughter

Artistic Engraving

to

Mr. Correct Style

at the store of

The W. H. Kistler Stationery Co.

Denver Colorado

At Home

all the year 'round

1533-1543 Lawrence Street

WE FURNISH THE INVITA-
TIONS OR ANNOUNCEMENTS
FOR MOST OF DENVER'S
SOCIETY WEDDINGS.

THE LITTLE IMPRINT COSTS PRACTICALLY NOTHING, AND ITS CIRCULATION MAY BE MADE ALMOST AS GREAT AS THE TOTAL PRODUCTION

VII.

THE PRINTER'S IMPRINT



THE imprint of the printer on the product of his presses is one of the most important and perhaps the most neglected opportunities for publicity that is open to the trade in connection with advertising campaigns for more business. The little imprint costs practically nothing, and its circulation may be made almost as great as the total production of the presses, and yet I see much printed matter which could well carry an imprint, but which is not marked in any way to indicate the maker. I have seen the inside working of many printing plants in both large cities and small, but I have never seen one where the imprint was used to its fullest capacity as an advertising medium.

On almost everything that we buy nowadays the name of the maker, and often much other advertising matter besides merely the name, is prominently displayed somewhere on the article, whether it be machinery, wearing apparel, groceries in packages, office supplies, or almost any other line of merchandise. But the printer, thru carelessness or a lack of appreciation of its value, too fre-

quently permits highly creditable work to be delivered from his plant without his imprint.

If this matter of the use of an imprint is considered at its true value, it will be much more generally used, and if the advisability of using the imprint is carefully weighed in connection with every order received, it will be found that there are only a few classes of work upon which the imprint cannot be appropriately used without objection on the part of the buyer. Even wedding stationery is marked under the flap of the envelop, in embossed letters, with the name and address of the engraver or stationer, and if so important a part of a society wedding as the invitations and announcements can carry a little advertisement of this kind, surely most other printed matter, especially that designed for advertising purposes, can carry an imprint without offense.

The trouble is that printers too frequently overlook the advertising value of the imprint, and there is perhaps only one class of printing where the custom of using an imprint has become almost universally established, and that is show printing, such as printed and lithographed posters, window hangers, and other advertising matter used by theatrical companies, circuses, etc.

The typographical union seems to appreciate more highly the value of the union label on printed matter than the employing printer does the use of his own name and address on the same work.

Reiteration is important in all advertising; the cumulative value of any sort of publicity depends to a great extent upon the repetition of words, phrases, pictures or ideas conveyed in some other way; and the registered

trademark has become an important factor in advertising almost every line of merchandise that is at all advertised thru printed matter. The reader may have no particular reason for reading the advertisement, but he will notice the trademark if it is a good one, and it will leave an impression upon his mind. Perhaps no advertising method is so profitable at so small an expense as a trademark, but, conversely, no matter how good a trademark may be, it is of no value whatever to the printer unless it is used, and the more it is used the more valuable it becomes. It has been said that the trademark is to a business what a man's face is to his personality; both are quickly recognized by those who have seen them often before.

Another thing in favor of the trademark when it is in the form of some distinctive design or picture, is that the mind grasps ideas in pictorial form quicker than in any other way. Everybody understands pictures, and the trademark is intended to present the idea of the business or merchandise which it represents. Oftentimes the entire business could not be pictured in a small space, but the trademark or symbol of the business carries the idea just as effectively.

The imprint is the printer's trademark, and while it is usually not necessary to have the imprint registered with the government at Washington as trademarks are, the purpose and value are the same.

WHEN THE BUYER OBJECTS

I know that buyers will sometimes offer objections to the use of an imprint on their work for various reasons.

The most common reason, whether the buyer will admit it or not, is that he does not wish other printers to know where he is getting his work. When a customer objects to using an imprint on his printing, the proper way to overcome this is to explain to him in a friendly way that almost all goods sold are marked with the name of the maker, and that the printer should have the same privilege unless there is some particularly good reason for not using it in special cases. A dealer in men's furnishings ordered some printed circulars from a printer whom he knew well enough to enjoy his patronage in the furnishing line. He said: "I don't want you to put your imprint on this job." The work ordered was an advertising folder, and the shape, style, illustrations and use of two appropriate shades of ink on good paper made the job one which would reflect credit upon the printer, and he wished to use his imprint for this reason. To overcome the objection of his customer he therefore pulled off his hat and showed the furnishing-goods man his own name, address and a couple of other lines of advertising stamped on the inside band of the hat. But few words were necessary to make the application. He only said: "You put your imprint on almost everything you sell. Here it is on this hat which I bought from you last week. Now, why can't I put my imprint in small type on the lower corner of the last page of your folder?" The argument was irresistible. He won his point, and this same argument will generally be effective for the use of an imprint.

Some buyers of printing will occasionally request that the union label be used on their work, and when it is used the imprint of the printer should always accompany

the union label, either above or at one side. Imprints should never be so large as to be overly conspicuous. A small line of six-point caps is most useful on small work. But if the imprint is set in type, it should be used in various sizes of the same type series. A better imprint is some special design, simple in nature and appropriate for printing on any kind of paper. The address may or may not be incorporated as a part of the design, and if it is desired to use the address, the name of the city or town only is usually all that is necessary, as the use of the street and number and the name of the state makes it too long an imprint.

GIVE THE IMPRINT PUBLICITY

Use your imprint whenever possible. On many classes of work a standing order can be given to the foreman to always use it. On other work where the use of an imprint might be open to argument on the part of the buyer, it is well to have an understanding with him that the imprint is to be used. In cases where a proof is to be sent out, however, the proof should show the imprint, and if the customer objects he will state his reasons at this time. Electrotyped imprints are perhaps better than those set in type. They are easier to handle, are always the same, and put the mark in convenient form for use on any sort of job. Electros should be watched, however, and replaced whenever they become worn down. Imprints can also be cast on the linotype machine, and the typesetters will cast trademarks or pictorial devices in quantities.

“The Art and Practice of Typography,” a volume pub-



Several trademarks as used by printers

lished by the Oswald Publishing Company, contains a showing of numerous printers' marks, some set in type and others designed. A few devices are shown on the opposite page.

Printers' imprints are common in book publishing, and should always be used either in the front (back of the title-page) or the back of books unless the publisher refuses permission to do so. Catalogs and booklets can usually be imprinted without objection, and folders, circulars and almost all printing for advertising purposes. Blank books, sheets for loose-leaf ledgers and other office or factory forms can always carry the imprint, and about the only classes of work which cannot be imprinted with propriety are letterheads, statements, printed envelopes and personal or business cards.

If you are not making the fullest use of your imprint in your business, give the matter a little careful consideration. Look around and see how general the use of trademarks and imprints is in other lines of trade. Then select a good one for yourself if you have not a sign for your work that meets your approval, and make use of your trademark on every occasion possible. In no other line of trade can the mark of the maker be attached to his product so cheaply; and there are few, if any, lines of manufacturing having so large an output as printing, for the reason that printing is so generally used in the business world, and the speed of modern printing presses produces the product faster than almost any other machinery used in manufacturing.

A GOOD WINDOW SPACE PROPERLY UTILIZED
SHOULD BE OF AS MUCH VALUE IN THE PRINT-
ING BUSINESS AS IN OTHER LINES

VIII.

ADVERTISING VALUE OF THE OFFICE



APPEARANCE counts in advertising as in everything else, and the impression which the building, show windows and office of a printing plant make upon passers-by, callers and customers is quite as important in connection with the advertising campaign as all the printed publicity that may be issued.

Buildings of attractive architecture to house the printing plants have been built in many of the large cities in recent years, some of them models of beauty and of great advertising value. Any building of striking architecture helps materially to make known the business that lives within, and if by signs or the outer appearance of a building it can be made to impress strongly all who see it as the home of a thriving printing house, the resulting advertising is worthy of serious attention and considerable expense.

In the majority of instances, however, the printing plant is obliged to occupy quarters not especially built for the trade and not particularly attractive. Much may be done in such cases even here, by the use of signs that

cannot be overlooked. The printer should thus be a constant user of the sign painter's product as well as printed publicity.

Electric signs are good advertising if local conditions are propitious; that is, if a satisfactory rate for the electric current can be secured and if there are not too many electric signs already in use in the city or town. Neat window signs should always be in evidence, and all this outside display should be designed to attract the most notice possible in view of the location.

We are accustomed to expensive and elaborate window displays in department stores, drug stores, and in many other lines; but the show window of the printer has been sadly neglected, altho it would be difficult to explain why a good window space should not be just as valuable to the printing business as to the selling of any other commodity. Methods of advertising are continually changing for the better, but the use of the display window has only been increased. Merchants spend more time and money on window displays, but the printer goes on, taking the same neglectful view of the matter that he has ever taken. In many plants no attempt whatever is made to profit by the advertising of the window, and in many others a window display is arranged about once or twice a year, so that for eleven-twelfths of the calendar the window is filled with old, dusty examples of printing that may once have been clean and attractive.

In the arrangement and appearance of the office, the same carelessness is too often noted. Small shops devote one corner of the plant to a business office, made as small as possible to give added room to the plant, and in larger

shops there is often plenty of room but poor arrangement and little attention to cleanliness and attractiveness.

Are there any good reasons why the show window of the printer should not be as interest-compelling as any in town, and why the printer's office should not be a model of neatness and economical arrangement? I cannot give any adequate reasons why such a desirable condition should not exist. The cost-finding system was not very long in being recognized, and it has resulted in better order in the plant. And because it is almost equally important that good order and attractiveness should have sway in the business office, it may be that the value of my suggestions along this line will strike a responsive chord among the enterprising printers, particularly those who have installed cost systems and thereby know what advantages may be derived from a new order of things.

Much of the value of printed advertising may be nullified by a poorly kept and unattractive window; for if the work of a certain plant is made attractive by exceptionally good advertising, the caller, drawn in by this advertising, would have his good impressions all upset if the window and office presented an appearance totally at variance with the advertisement.

DRESSING THE WINDOW

Neither a great deal of time nor money need be spent to make a show window attractive. If a number of specimens of creditable work are shown, they will attract attention, but these samples get dirty very soon and must be frequently changed. Large picture frames with glass are excellent for protecting the samples from dust; but

•

the glass does not protect from the sun, and both paper and ink will often fade after being only a few days in the sun. A showcase gives about the same protection to samples.

In arranging to do some effective window advertising, it would be a good plan to arrange a display of a number of jobs that are similar; for instance, group a lot of booklets in the window for a week. Then show society printing or engraving, and at another time catalogs or loose-leaf forms. Some good sign cards should also be used. It is not necessary to quote prices, as is customary in other lines, but write the copy for these cards so that they will be read. A good catch line, followed by a few words of explanation, will answer. And in these sign cards, the printer may well patronize the sign writer at times, because it is cheaper to buy a hand-lettered sign card for fifty cents than to set it up in type and print it. The sign writer can use two or three colors as cheaply as one.

Make the window display seasonable when possible. Show wedding stationery in June, blank books in December for January delivery; and many other kinds of printing can be advertised at an appropriate time in the window. The glass should always be clean and the display protected from flies and other insects.

There is no great secret connected with gaining attention for a window. Any good printing that looks fresh and a few sign cards will make people stop and look.

There is no cheaper advertising you can buy than your window space, and, used to the fullest extent, it will pay dividends. You have the window space anyway, and if you don't utilize it you are overlooking an important op-

portunity for advertising. In the big cities, large sums are often paid for the privilege of using a well-located window for a week, and there are business successes which have been largely possible because of the intelligent use made of the show windows in an advertising way. The printer, who must exercise unusually good business judgment to succeed, should not be so shortsighted as to overlook the great value his windows are to him.

Attention can be directed to a window by putting a new sign card, not of an advertising nature, in the window every morning. This might be a snappy comment in a sentence or two on anything of general local interest, a pertinent bit of philosophy, or a clever remark referring to an illustration on the card. If the signs are bright enough, it is easily possible for them to become recognized as a local institution and the subject of much comment.

SUGGESTED COPY FOR SIGN CARDS

Even the printer who wishes to use his window space well may often be at a loss for some good copy for the sign cards which should go in every display for the help that they may be in making attractive a good showing of printed work. I give the following sentences, which may be used as they are, and they will suggest others equally appropriate:

New blank books for the New Year. Time to order now for January 1 delivery.

We make special form sheets for loose-leaf books of every make, and the cost is not much more than you pay for stock forms.

Special form blank books for every business. Let us help you design a form for your particular needs.

Dainty booklets make good advertising. These are new ones we have recently printed. Isn't there something in this idea of booklet advertising for you? —

Engraved stationery for June weddings. All the new styles of paper and engraving, in vogue in the East. —

Printed advertising is direct advertising—the shortest distance between the buyer and you. —

Prices on this kind of work are not high. Our cost-finding system makes our prices just what they should be. —

We know what this work actually costs and our prices are based on scientific system—not on guesswork. —

We stopped guessing on the price of printing long ago. We know now what work costs and you get the benefit of our new cost-finding methods. —

We want to be your printer, and we'll merit the favor if you will give us the opportunity to show you why we can provide satisfactory service. —

Something new in printing—we deliver work on the day and hour promised.

THE APPEARANCE OF THE OFFICE

A neat, clean office should be as much a part of every printing plant as the attractive show window. Advertising in its larger sense is the entire chain of impressions which leads a man definitely to place his order; and if the office is dingy, dirty and ill-arranged the chain is broken right there, no matter how favorable an impression of the business may have been created by printed advertising and the window display.

An office need not be large and it need not be elaborately furnished. But every printing office can be economi-

cally and conveniently arranged, and every one can be kept clean. Surely, the office should be separated from the working plant. In large shops this is done, but there are perhaps thousands of plants where the office is simply one corner of the composing-room, or the owner's desk (all there is to the office) is set next to a platen press.

With a room, however small, set apart for the transaction of the business of the plant, the occupants should look to the arrangement so that business may be transacted easily and quickly. A printer's stock in trade is largely sold by sample, and the samples of work done should be classified and filed so as to be easily accessible, but protected from dust. Vertical filing cabinets are probably best for filing these samples, but any set of drawers will do, and the samples in each drawer may be subdivided with tag-board folders.

If there is a showcase, this should occupy a front position with creditable, clean samples always on display. Society stationery, printed or engraved, belongs in a showcase, and if a printer caters to this class of trade he should provide some sort of privacy for prospective brides with their mothers and for all women who call to order social stationery. In the best stores in big eastern cities a private room is provided for buyers of society stationery, and the same idea of privacy may be carried out to some extent in every office handling society-stationery orders.

The old country printshop was not expected to present an attractive appearance, but modern selling methods, in printing as well as other lines, demand that the quarters in which orders are taken be convenient and so arranged that the giving of an order is a pleasant transaction.

PRINTED ADVERTISING NOVELTIES OF VARIOUS
KINDS ARE WELL ADAPTED TO THE PUBLICITY
OF THE PRINTING BUSINESS

IX.

BLOTTERS AND NOVELTY ADVERTISING



HERE is a wide range of advertising along the line of advertising blotters, desk and wall calendars, motto cards and many other printed novelties which are well adapted to the publicity of the printing business, and have often been used with signal success.

All of these may be printed in the plant doing the advertising, and oftentimes scraps of stock may be utilized in this way, thus reducing the cost of production to the minimum.

Many printers continue to use the old advertising blotter, which, it seems, will never lose its value; and reports from printers who have been large users are to the effect that blotters are a constant source of business. They may be small, to fit the $6\frac{3}{4}$ envelop, or the larger and more common size, $4 \times 9\frac{1}{2}$. There is also the desk blotter, which has the disadvantage, however, of being more expensive on account of taking a full sheet of stock. If you use desk blotters, however, among a selected few customers or prospects, be sure to print your advertisement on both sides. There is another novelty size of blotter which

might be used to good advantage because not so common. It is of a size just to cover the three bank checks usually put on a page in the checkbook, and is intended to be placed in the checkbook and used for blotting the checks.

Motto cards have come into favor in connection with printers' advertising during the past few years, and the best form of these cards seems to be post-card size on any attractive stock, with the motto or epigram well displayed in the center in lines running the long way of the card, and a small advertisement of the printer in 6-, 8- or 10-point type below the motto or in one corner. This style might be varied by running the motto on one side and putting the advertisement on the reverse, in which case the advertising matter might properly be more extensive. The mottoes or other matter should be brief, catchy, and if they can be given local application when advertising for local business, so much the better. Any suggestive or obscene matter is entirely out of place, and should not be used in advertising a reputable printing house. Cards of this kind attract attention from a certain class, but they do not reflect credit upon the producer and are therefore objectionable.

Folders and booklets describing some particular branch of service or equipment often make excellent advertising mediums. Illustrations help to make these attractive, and there is a wide range of subjects which can be advertised in this way perhaps better than in any other way because they may be made as large as desired. They should always represent in composition, presswork and binding the best that the shop can produce, and they should be mailed to a well-selected list of patrons or prospective buyers.

Some subjects which can appropriately be advertised in this way are indicated by the following suggested titles:

"Printing for Parcel-Post Advertising."

"Is Your Printing an Expense or an Investment?"

"What You Ought to Know About Printing."

"No Kicks, No Delays, No Shortage—Does Your Printing Fill These Specifications?"

"A Booklet Like This Might Be Good Advertising for You."

"How About Your Fall Catalog?"

"We Are Ready to Print Your Holiday Advertising."

SOME KINDS OF CALENDARS FOR ADVERTISING

There is a wide range of advertising calendars, and many printers make use of this kind of publicity at the beginning of each year. Calendar advertising seems to have somewhat lost its value in recent years. We see more handsome calendars now than ever before, but there is more competition, due to the large calendar houses that canvass the entire country for orders, and by using stock-design illustrations from original paintings produce beautiful results at prices which make them salable in large quantities.

The best line of printers' calendars I ever saw has been produced for a number of years by a western house. These calendars are large wall style. In the upper half is a three- or four-color halftone reproduction, and below this are the sheets, one for each month. Back of the December sheet are other sheets, having the names and addresses of all state and county officers. From the original painting to the delivery of the calendars, they are the work

of the printing house which issues them, and I know they are in great demand by business men on the first of every year. They cost several thousand dollars, however, and it is an open question if the amount represented by the cost might not be better spent in some other way.

A very popular style of calendar is a small desk pad with one sheet for each day of the year. This may be printed on print paper, with the upper half of each sheet blank and a couple of lines of advertising, with the name and address of the printer, and the day and date, on the lower half. These should properly be distributed late in December or early in January by a competent man who will spread them economically in the business offices of the territory covered. The advertising matter on the sheets should be varied with perhaps thirty changes of copy running thru the pad. This copy should cover briefly about every department of work handled.

There are many other printed novelties which are used in an advertising way, and these are preferable for the printer to novelties made of celluloid or other material which will have to be bought outside. Post cards may be used for advertising, often to good advantage. A series of six cards, each hammering with striking copy and display on some one department or kind of printing, should be effective in connection with a follow-up campaign. One of the large manufacturers of office appliances has a series of so-called "rap-letters." There are ten or twelve of these letters in the series, and when a live prospect is secured one letter is mailed each day until the series is finished. The same idea might be applied to the post cards at half the postage and a further saving on the printing.

CIGAR BANDS AND OTHER NOVELTIES

Special cigar bands have been used by some printers with good success. The way to carry out this idea is to buy any make of cigar that you want to give away and then print up some cigar bands with your name and address and your trademark or imprint on them. Use several colors and cut out the bands into a regulation shape, with cutting rule on a press. When you wrap these special bands about your cigars the effect is that you have gone to the extent of having a special brand of cigars made up for your friends, customers and prospects. To get the best results from distributing these special-band cigars, they should be handed out by a salesman. They are sure to bring comment from those receiving them, and the salesman should turn their appreciation of the favor to account. The best thing might be to get the order while your prospect is smoking your cigar.

Here is a novel little advertising idea I have seen used with particularly good effect. An attractive folder, printed in two colors (harmonious shades of green), had on the back page:

Special inks with which this leaflet is printed:

[Here followed the names and stock numbers of the inks used.]

Shall we use them on your printing?

This is an idea which might be adapted in a good many ways to advertising matter put out in one or more colors, particularly those jobs run in several harmonious shades, well selected.

Closing signs, to be given away, make good advertising matter for a printer, if you do not prefer to print the signs

for sale, keeping them with a stock of legal blanks or other sign cards. These cards read: "This office closes at one o'clock Saturday afternoon during the months of June, July and August," or other matter appropriate to the use of your locality. They should be attractively printed in two or more colors, with border; and if intended for free distribution, the printer's advertisement should follow the notice, giving three or four lines to the announcement that the card is distributed, with or without "the compliments" of the printer offering them. They should usually be fourteen by eleven inches, four out of the board used. At an additional expense for a special drawing and plates, very artistic and attractive signs may be designed. Their value is, however, more in the effect upon those to whom you give them than in an advertising way.

A pencil, printed in gold on the side with your advertisement, makes an excellent souvenir advertisement. These can be purchased from the large pencil manufacturers, or you can now buy a small machine for printing the pencils yourself; and where the investment is made in such a machine, some business might be done in imprinting pencils for others.

Envelop inclosures and package inserts are two forms of advertising open to the printer, whose value is more often overlooked than made use of. The envelop inclosures may be printed on any kind of paper, and scraps may often be utilized in this way. They should ordinarily be of a size to fit the envelop used in the office, without folding; and various announcements are appropriate. A good combination is a catchy motto or epigram on one side of the slip and the printer's advertisement on the

other. By sending out these inclosures with the monthly statements, almost every regular patron can be reached. Of course these people are buyers anyway, but it is possible to increase their purchases by interesting them in the various departments of work.

Package inserts come under the same heading as envelop inclosures, and every package leaving the shop should carry one or more of these little advertisements. A printed advertising blotter makes a good insert for packages of letterheads and other forms to be written on. The copy should be bright and interesting, and the matter should be set in appropriate display rather than as straight matter.

The following suggest the kind of copy to use on cards, blotters and similar advertising where brevity is desired:

It's not so much what you pay for printing as what you get for what you pay.

—

Business is good and ——— is a mighty good place to do business in.

—

Direct advertising is the shortest distance between two points—your location and the buyer.

—

Remember—it is worth something to live in ———

—

We can make your printing boost your business, no matter what your business is.

—

Poor printing costs almost as much as the best, but the poor kind may be worthless, while good printing may be a life-saver.

—

Honor the printer—a little anyway. You couldn't do business without him.

—

What must we do to get your orders? We've called and we've written nice letters, and once we telephoned. Tomorrow at ten

o'clock we will send you a wireless. Get your receiving station ready.

Ask the man who has moved away from this town what he would give to get back.

The following copy, used by B. F. Calkins, Butte, Mont., is an excellent illustration of the kind of matter for envelop inclosures, package slips or cards. It is in an optimistic vein, tending to inspire confidence in business conditions:

KEEP MONEY CIRCULATING

The spirit of confidence can be made contagious, but not by merely talking about it. A man would rather see a check in his morning mail than read a learned editorial about the return of confidence. And if he takes that check and sends it along so that one or more men share it tomorrow morning, he is doing more to restore normal conditions than the man who only tells his friends to cheer up. Somebody has the money, it's in the country and will stay here. Don't let us play "Button, Button, Who's Got the Button?" any longer.

Here is copy for another card, also optimistic, but along somewhat different lines:

A PROSPERITY CREED

First.—I will dispel from my mind any thoughts of hard times.
Second.—I believe there is more to be gained by push and aggressiveness than by idle talk.

Third.—I believe times are what we make them. I will add my influence toward making them good.

Fourth.—I will not allow the investment I have in my business to remain idle.

Fifth.—I am going to get rid of old stock and restock with new.

Sixth.—I am going to run my business on business principles.

Are you with me?

THE PRINTER SHOULD USUALLY CONFINE HIS
PUBLICITY EFFORTS TO PRINTED MATTER EVEN
WHEN BILLBOARDS ARE USED

X.

BILLBOARDS AND OTHER MEDIUMS



THE comparative value of various advertising mediums is something which the advertising printer must consider in common with all other advertisers; and, under the stress of persistent solicitation, it is quite easy to make mistakes in selecting advertising mediums—mediums which, upon superficial examination, might be expected to prove profitable.

For the reason that printed advertising is to the printer the least expensive kind, he should usually confine his publicity efforts to printed matter, altho this is perhaps the only reason that could be urged in favor of printed advertising as opposed to some other mediums which have proved profitable for many advertisers. Newspaper advertising should be good publicity for the printer, however, whether he publishes the newspaper himself or not.

I do not favor the use of painted billboards for printers' advertising, and I recently saw a strong argument in favor of printed advertising as compared with the painted billboard, which argument was advanced by a printing house, perhaps without thinking of the rather illogical

effect of the statement. Upon a large billboard space was painted the advertisement of this printer, and conspicuous in the copy was the sentence, "If you will give us an audience we will convince you." The billboard was located on a prominent corner, past which many street cars and throngs of pedestrians and other travelers were continually moving, and the location would seem to have provided a large audience; yet the printer was, in effect, admitting that he could not convince this audience of the merits of his work thru the medium of the billboard. It is a true principle of advertising that most buyers must be convinced thru argument, and it is equally true that arguments along this line can be best presented on the printed page.

Printed posters would seem to be a better form of advertising to place on the billboards than the painted sign, but my observation has been that billboards are not generally used by printers thruout the country. Perhaps sometime an enterprising printing house will successfully carry thru a whirlwind campaign of advertising with a series of posters so striking as to produce a large volume of business, but I do not know of any instance where this has been done.

Billboards have always appealed to me as being best used for the advertising of some commodity which is on sale in practically every grocery or drug store. In order to be read, a billboard advertisement must contain only a comparatively few words in large type. It is not the place for arguments, but in connection with other forms of advertising it may be useful in making the names of brands, trademarks, etc., familiar to the public.

FOR AND AGAINST PROGRAM ADVERTISING

Program advertising is something we have always with us. There are the regular theatrical programs published every week, and the occasional programs of amateur entertainments, picnics, lodge and society affairs; and the printer is as often solicited to use advertising of this kind as any other business man. The actual value of such advertising, especially the one-time program, promoted by personal enterprise, is questionable. I have often been surprised at the audacity of amateur solicitors who would urgently request a printer to buy space in a program which was to be printed in some other shop. In view of the indefinite value of some of this advertising, printers will do well to go slow in spending money for this sort of publicity. A good rule to adopt, and one which I have several times noted in successful operation, is to refuse to buy space in any program printed in another shop. The printer who is doing the work can hardly refuse to use a small space, at least, on the basis of co-operation; but he always has a good reason handy for refusing to advertise in all other programs.

The regular weekly program of well-established theaters might be profitable in some cases, but in view of the rates usually charged I should prefer to spend the money in newspaper advertising or other printed matter.

When an advertisement is placed in a program merely to please some individual, or for charitable purposes, the money spent should not be considered as legitimate advertising expense, but should be charged to charity, or should be considered in the nature of an expense account used to

secure the business of the individual who is thus favored. In many cities the merchants have organized, thru some civic body or a commercial club, to protect themselves against being persuaded to advertise in mediums which they cannot consistently favor, and the advertising printer might do well to ally himself with some such organization. The plan usually carried out is for every member to agree not to patronize any advertising medium unless it has a recommendation from the investigating committee of the organization. The solicitor for such a medium then finds it almost impossible to secure business until he has presented the details of the proposition to the committee, which investigates the matter thoroly and either recommends the medium in an open letter given to the promoter, or refuses to recommend, in which case the promoter would not care for a letter.

There are other ways of avoiding the foolish expenditure of money without offense. One is to refer all solicitors to an advertising representative located outside the printer's business office.

CAR CARDS FOR PRINTERS

Street-car cards are another form of advertising which has not met with much favor with the printing trade. Car advertising is similar in many respects to the billboard. The size of the cards and the nature of the audience are such that few arguments can be presented; and while the printer might print his own cards, it seems to me that the money paid for the publicity might be better spent in other ways, except, perhaps, in connection with a large campaign involving a considerable expendi-

ture of money, in which case a consistent use of many advertising mediums might be profitably made.

When the printer wishes to use mediums such as programs, billboards, car cards and similar methods, my suggestion is that there be little attempt to present arguments within this space, but rather devote it to familiarizing the public with the name, address and imprint or trademark of the printer, together with a brief statement regarding the facilities for doing certain lines of work; and in advertising of this kind, as in all kinds of advertising, the statements made should be truthful and without undue exaggeration.

If the plant is equipped for producing creditable color printing, this kind of work might be featured; and in the case of street-car cards, a sample of the work might be shown by pasting on the card a sheet of color work from some recent job. Such advertising is hardly the place for quoting prices, but other attractive advantages may be featured in the space.

Such general publicity might be adapted to advertising the printing of books, for in every city and town there are persons who wish to publish some sort of book of their own writings on their own responsibility, and I have noted that these amateur authors and book publishers are often at a loss to locate a printer who makes a specialty of bookwork. This class of customers can perhaps be reached in this way as well as in any other.

Quality printing should be the keynote of most general publicity of this kind. Everybody wants good printing, and frequent repetition of assertion of ability in this line is bound to have some effect.

THE COST SYSTEM MAY PROPERLY TAKE AN
IMPORTANT PLACE IN THE FIRM'S PLAN OF
ADVERTISING

XI.

ADVERTISING THE COST SYSTEM



AN ELABORATE cost-finding system may be made a valuable advertising asset of a printing plant if it is properly exploited. It is not necessary, in order to turn a cost system to account, to explain to the public all the workings of the system, nor to make public any information which the customer is not entitled to know; but the installing of a cost system is evidence of better business methods, and as such the fact may properly take a rather important place in the firm's plan of advertising.

We have heard a great deal during the past few years about a better knowledge of costs, more accurate methods of determining and recording costs, and the reformation of the printing trade in general. Much has been accomplished along these lines, and the trade has undoubtedly benefited largely from the agitation of these subjects. A cost-finding system alone, however, does not mean that the printing house using the system will be successful. Continuous orders are needed to keep the plant running, and it is in the selling department that advertising should

take a permanent place. The advertising done by the average American printer is as open to criticism as his business methods regarding costs have been in the past, and if a better knowledge of costs is, as has been said, the first step in the reformation of the printing business, the second step may well be more and better advertising; and the idea suggested by this chapter heading is that the two go hand in hand.

When a printer installs an accurate cost-finding system, he expects to profit largely from the resulting better knowledge of costs; but if it is a valuable thing to him to know exactly what every kind of work costs to produce, it is also valuable to his customer and the public to know that the printer knows what his work costs. Some of the largest buyers of printing have been aware for a long time that printers' information on costs was a deficient quantity, and this lack of knowledge has often been taken advantage of in buying printing at or below cost of manufacture.

Frankness and truthfulness should enter largely into all printers' advertising, and the advertisement which frankly states that a cost-finding system is in operation, and explains something of the benefits to both buyer and printer of such a system, will carry an impression of sincerity that cannot be gained by every style of advertising.

The advertising of a cost system may be also used as an argument against patronizing "cut-rate printers," and this may be done without making the motive appear too selfish a one. The argument in such an advertisement should be along the line that the reasonable buyer of printing wants good work, and that he is willing to pay a fair

price for it. It is then easy to explain that no price is fair unless it is based upon the actual or correctly estimated cost of the work, plus a reasonable percentage of profit. Then it can be shown that the cost-finding system is the one and only way of knowing exactly what work does cost. Another point which may be brought out in advising against "cheap printing" is that the printer who is continually cutting prices never stays long in business, because his methods are unbusinesslike and not calculated to give continued satisfaction to his customers nor to produce a profit for himself.

The cost-finding system should not only be announced when it is first installed, but it should be frequently referred to in the printer's advertising. It may be advertised in newspapers, house-organs, form letters, circulars and envelop inserts; and by frequent references to the system, the impression may be stamped upon the minds of the public in the territory reached that this advertising printer knows his own business—certainly a valuable reputation to have.

ADVERTISING THE EQUIPMENT

Printers frequently have difficulty in selecting something to write about when preparing advertising copy, and as a helpful suggestion along this line, let me emphasize that modern printing methods are not generally understood by the public, and anything you may say about your equipment as a part of an advertisement makes interesting matter. Following are some suggested paragraphs which may be used in making up advertisements in which it is desired to incorporate something about your plant :

Our monotype department is equipped with a battery of the

latest monotype casting machines and keyboards, with matrices for all the latest styles of type-faces from six- to thirty-six-point. The monotype automatically casts individual types, and, while casting, automatically sets them to any form previously mapped out by the keyboard.

Our linotypes, in conjunction with our monotypes, make a complete department for machine composition. Bookwork, and all work coming under the head of straight matter, is handled on the linotype rapidly and economically. With these facilities we are enabled to show a complete proof, in one instalment if necessary, no matter how large the work may be.

We have presses, both platen and cylinder, that were built for quality printing, and we have pressmen who know how to get quality from them. The chemistry of printing has been studied and we are able to secure from ink and paper results that cannot be had without the knowledge thus obtained. Few persons realize the extent of study necessary to produce good printing. We have the equipment and the men to operate it. We are at your service.

The purchase of an offset press affords a splendid opportunity for advertising the product of this process, and particularly for familiarizing the buying public with the use of halftones on rough stock for covers, folders, etc.

A progressive western printing concern advertised its lithographing department on a dainty folder in two colors with copy something like this:

We use a new method of lithographing that is economical, has a wider range and greater utility than the old style of lithographing. By this process you can inexpensively lithograph catalog covers on rough "cover" stock, and use halftones if you wish.

Our lithographers have done some very beautiful work for our customers. If you would let us show some of this lithographing, you would probably get an entirely new conception of the value of lithography to you and your business.

The following copy may be taken as a model of the way in which the cost system may be handled in the advertising. It may be used in whole or in part, or certain ideas and paragraphs may be used in building a form letter or an advertisement for a newspaper or house-organ.

The heading and introduction should secure attention from the reader because almost every buyer of printing thinks he knows something of prices, and many of them are dissatisfied with the prices they are paying or with the service they are getting. If the copy is too long, it may be condensed to carry most of the ideas in brief form.

THE PRICE OF PRINTING

Are you satisfied with the prices you are paying for your printing, and with the printing you are getting for your money? The matter of printing values is a big, broad subject, and includes much more than what may be considered merely low price. What you really want, and what every successful business man wants, is satisfactory printing, promptly delivered, and at a reasonable price.

The printing of any business enterprise figures largely in its success or failure. It is a commodity for which you pay considerable money in a year. Much of it is used for advertising purposes, and all of your printing should be such that it carries with it a good impression of your business, or it does not fulfill its mission. We believe that every business man is willing to pay a fair price for printing which satisfies him in every particular, but the trouble often is the difficulty of assuring him what the right price is. You know that you cannot expect to buy the highest class of work at the lowest price, but when estimates from different printers on the same job of work vary considerably, it is hard to select the printer who will actually deliver the best value for the money paid.

This house realized this difficulty in buying and selling of printing a number of years ago, and we took steps to eliminate, so far

as possible, all guesswork regarding the cost and value of the product of our plant. Much of the variation in the prices on printing occurs because the printer himself does not know what the product costs. This being the case, the prices are not proportionate, being sometimes higher, and often lower, than they should be. We decided, as far as our own business was concerned, that we must know the absolute cost of every job of printing produced, and to this end we installed, at considerable expense, an accurate cost-finding system in every department of our plant; and the result of the operation of this system for several years past has proved to us its value and accuracy. A cost-finding system of this kind is the first step toward harmonious and satisfactory business relations between the printer and his customers, and we now know what every job of printing that we do costs to produce, so that from our records we are able to estimate the probable cost of work very accurately before it is produced. We have also eliminated waste of time and material, and have reduced our working cost more or less thru this systematic method of recording the cost of material and time entering into our work.

We are therefore able to quote prices which are correct in that they are based on a moderate percentage of profit over the cost of production; and we wish to say that this percentage is perhaps less than your own estimated profit on the goods you are selling. When you ask us for a price on a certain job of printing, you may be assured that our quotation has been made after a careful estimate of the work, and that placing the order with us insures the delivery of the job in good condition and at the time promised. We do not substitute a cheaper product for the one asked for, and you get full count, all spoiled sheets being thrown out before delivering. We do not claim that we are the only house where these conditions prevail, but we do say to you that no other printer in this city can deliver you the same high class of work at a price materially lower than ours. Did you ever notice that the "cut-price" printer, whose principal inducement for your business is low prices, usually conducts a small, inefficient plant, and that usually for only a short time? We advertise quality and value in our printing, and we tell you now that our prices are consistent

with the quality of the work delivered and the general service which enters into the filling of every order we receive.

Is it not worth something to you to be convinced in your own mind that these statements are true? If you are a patron, you know that we have not exaggerated the facts in the above paragraphs. Many of our patrons have been regular customers for years. A few of them have been with us since our business was established. If you have never ordered any printing from us, why not prove to your own satisfaction that we can take care of your printing orders with a little better service than you are now receiving, and at prices which meet with your approval because you know that they are based upon actual cost records, and are not high today, and low tomorrow, as is the case with some printing houses? The success of our business depends upon the goodwill of our patrons, and good-will can only be secured by giving value received for every dollar spent.

Our plant is adequately equipped for almost every variety of printing and binding for commercial purposes; and we have advantages in the purchase of raw materials, such as paper, ink, etc., and also in the economical management of our plant, which are not possessed by all printers. We are willing to share these advantages with our customers, and if we can make your business acquaintance thru filling your first order for printing with us to your complete satisfaction, we shall feel that we have made a permanent customer. Your interests are ours to a great extent, and we care much more for your continued patronage in our line than for the profit upon a single order.

Why not call us up and let us talk with you about your next printing order? Our salesmen are experienced men who will not waste your time, but will take an order in an intelligent, understanding manner, or will quote you prices from careful estimates; and, as we have said before, both our prices and our estimates are correct in so far as they represent the absolute cost of the work, plus a small percentage of profit, neither too high, nor too low, in accordance with our information and experience in the cost of production in our various departments.

SIGNAL SUCCESSES HAVE BEEN BUILT UP BY
CONCENTRATED EFFORT ON SOME KIND OF
PRINTING

XII.

DEVELOPING OPPORTUNITIES



PRINTING plant, like a newspaper, is a valuable property aside from the business that it may be doing, because it may be used in so many ways in furthering new ventures and in developing opportunities for business. There are opportunities in every city and town for the printer to turn to his profitable account, and if he is quick to see them and to develop their possibilities he can often realize large profits from lines that depend to a large extent upon printing.

Specializing on some particular kind of work affords an excellent opening for a printer to enlarge the scope of his regular job business, and some signal successes have been built up by a concentrated effort upon some kind of printing that in itself might be done by any ordinary shop, but which most shops do not particularly solicit nor advertise.

SOME PRINTING SPECIALTY LINES THAT WIN

To mention a few of the lines which may be developed by specializing on them and advertising them are the

printing of special-form index cards for various kinds of business, small labels for druggists and other business houses, special-form blank books for particular purposes, the setting of newspaper and magazine advertisements, the making of rubber stamps, program publishing and legal blanks.

To cite a few instances of how these things may be worked out, a small job shop that was not making much money was bought by a man with a single idea, which was druggists' labels. He solicited local orders, advertised with frequent mailings for out-of-town orders and issued a small catalog. In a few years he developed a highly profitable business on these labels and a few other lines, such as small boxes, which he added later. And the man I have in mind told me that he had more trouble in building up his trade in his home town than in securing the orders of out-of-town patrons, which is surely a strong argument for the printed advertising that he used for his mail orders.

Another concern with which I am familiar built up a desirable business with a line of special-form listing cards for real-estate dealers.

The setting of advertisements for large advertisers and advertising agencies is a field where there are good chances for business in the larger cities. An advertising man told me, "The ordinary printer doesn't know how to set an advertisement," and this opinion is more or less common to persons who write copy and prepare advertising campaigns. When an advertiser appropriates several hundred or thousand dollars for a publicity campaign, he not only wants the copy well written but he wants the advertise-

ment well displayed in every paper or magazine that prints it. To get this latter result he must send a proof of the advertisement, set just as he wants it, to every publication in which it is ordered, and the printer who can show such an advertiser that he can set these advertisements promptly and with a proper idea of display will not have much difficulty in securing all the work of this kind that is needed, even tho the advertiser has some other printer doing all his other work.

In every city and town of considerable size there is one firm that is known for the legal blanks which it publishes, and prestige of this kind is a valuable asset. Right advertising combined with attention to the legal-blank needs of the community is what gives a house such a reputation, and the opportunity is present in many localities for some printer to enter this legal-blank business and build it up to large proportions. By advertising to lawyers and others who use many blanks and by securing agents among stationers or other dealers, a continually increasing sale may be secured. To indicate the extent of the legal-blank business, I know of a printing house which recently paid their attorneys one thousand dollars to go over their stock of forms and revise them in accordance with new state laws.

GETTING OUT OF THE RUT

The ordinary printer doing an ordinary job business should look around for these openings, where by some special attention to the requirements and by judicious advertising he may become known as the leader in certain lines of work. Any specialty, such as those men-

tioned, depends to a greater or less extent upon advertising to carry it to a point where the profits amount to a considerable part of the year's business, but the same presses that produce the selling product may be utilized for printing the advertising matter that makes the sales. No other trade but printing has this advantage.

Special opportunities for increased business and profits are not lacking if the mind is alert to see them. A great catastrophe, like a fire destroying the business section of the city, will keep those printers who go after the business in the right way busy for months afterward. When the earthquake and fire at San Francisco destroyed hundreds of business houses, a printing house in Denver, Colo., secured thousands of dollars' worth of work from these California firms. It was a case where one man's misfortune was another's good luck; but it was not luck that brought to this particular Denver firm the large volume of business. It was rather enterprise, reputation and advertising.

Advertising should always be timely and pertinent to the occasion. There are, of course, many kinds of printing on which there is no closed season. There is a fairly constant demand for letterheads and commercial stationery. But there are other lines of work which can best be advertised at certain seasons of the year. For instance, advertise special-form blank books in December for delivery the first of the year. Printing for holiday advertising should be solicited by advertising early in December, and printed advertising for spring and summer openings should be solicited, as well as advertised, a few weeks before time to use them. An advertising agency in one of

our western cities, that makes a specialty of printing and distributing circulars and cards by coöperative mailing, watches the New York and Chicago papers for seasonable suggestions to turn over to its patrons and finds it pays to keep track of goods advertised in the big eastern cities.

The Rotarian clubs, which have become popular in many cities, should afford an opportunity for the printer to ally his interests with those of the other members. The members of these clubs are mutually helpful in a business way, and the printer should be able to profit as much as members in any other lines of trade.

Whenever the chamber of commerce or some other commercial body starts out on a boosting campaign for home trade, the printer can coöperate in a way to benefit himself. He may at small expense print and distribute literature directed toward increasing the consumption of home-made goods in his city and at the same time emphasize the advantages of patronizing his particular plant for printing.

To be the head of a successful printing plant requires a high order of intelligence and enterprise, and both ought to be apparent in the advertising of the concern. The printing plant has its own equipment to advertise its business, and presses should be liberally utilized in producing advertising for printing orders. Who ever heard of a printer who devoted one day each month in every department of his shop to printing advertising of his own business? Yet this would only amount to about four per cent of the total production of the month, and many businesses in other lines spend much more than four per cent of their gross sales for advertising purposes. A printer need

not, perhaps, use newspapers and magazines so freely as other advertisers, but he has subject to his absolute control the facilities for producing at the minimum of cost the very best form of all publicity—direct advertising, printed matter to be sent direct to the one whose business is desired. And if such advertising is intelligently carried on, consistently and persistently, the results will be surprisingly large to the printer who has never tried it. The advertising should not be general but directed to some particular phase of work, specialized to a fine point. We used to see advertisements, and sometimes do yet, reading something like this: "John Harper. Book and job printing. Estimates furnished on application." It is not surprising that advertising like this does not pay. The successful advertiser must talk honestly and convincingly about one particular kind of printing. It must say something interesting, and should convince the reader that the printer advertising has special knowledge and equipment for producing this kind of work better than the ordinary printer. Such advertising will and does pay. It pays better than any solicitor you ever had. It works while you sleep and brings orders when you least expect them.

BOOSTING FOR HOME TRADE

There are great possibilities for increasing the amount of money spent for printing in any town or city if the printers will coöperate, preferably thru their local organization, with the printing-trade unions in impressing upon the people of that locality the importance of buying their printing from their home-town printers.

A campaign of this kind was waged in Denver, Colo.,

by the local organization of master printers and the various printing and allied trade unions of that city. An open letter was addressed to the Denver Chamber of Commerce, soliciting their aid, and the matter was taken up by the local newspapers, all boosting for the one thing of keeping local business houses from buying their printing out of town. Good reasons were given why the printing of these Denver business men should go to Denver printing plants, and the results certainly justified the effort.

Following this campaign, one of the leading printers put out an attractive folder, explaining the matter and closing with a strong advertisement for business on the ground that his house was equipped to handle any printing of any kind originating in Denver. This was taking advantage of the opportunity presented to profit by the agitation of the subject, and it is plain to see that in a general campaign of this kind the printing houses which will profit the most will usually be those taking the most active part in the propaganda.

Following is a copy of the open letter that was sent to the Chamber of Commerce, showing the way in which the matter was presented:

Gentlemen:

The undersigned, representing the largest industry in Denver, wish to call your attention to the following:

Denver business houses are purchasing annually from eastern printers more than one million dollars' worth of printed matter. Yet the printing plants of this city are fully capable of producing, at a reasonable cost, everything that is made for Denver business firms by eastern printers.

There is, therefore, no real excuse for buying printing outside of Denver. Aside from patriotic motives of loyalty to Denver's

industries, the business men of the city have a narrow view of the subject if they believe they gain by sending printing orders to the East.

The removal of one million dollars cash each year from this city represents an actual loss, because there is no exchange of trade on the part of the eastern printers with Denver stores and factories.

How many Denver firms can say they receive orders from eastern printers or their employees?

The vital point of this subject is: if Denver business men have all their printing done in Denver, seven hundred more workmen would be needed by local printing plants to turn out the work.

Seven hundred extra employees in the printing trades would spend their wages of \$575,000 a year with Denver firms. The printing plants would be put to other expense that would total at least \$275,000—all representing just that much more business for Denver mercantile and manufacturing concerns.

Population would eventually be increased twenty-five hundred by the coming to Denver of printing-trades workers with their families.

We feel that the earnest coöperation of the Denver Chamber of Commerce is merited by the importance of this movement to keep Denver business within the boundaries of the city. The energy of your organization, so splendidly manifested in attracting factories to Denver, should work for the accomplishment of the object stated.

This is a big thing—big enough to enlist the aid of the biggest men of the city. Because it means the same result, it is surely of as much importance as the endeavor to bring twenty-five hundred more people to Denver; it would be the same as if you brought to Denver a factory employing seven hundred workmen of the highest type—a factory whose pay roll would amount to \$575,000 a year, with additional Denver expenditures of \$275,000 a year.

We are convinced that the spirit and work you would put into an effort to secure such a large factory for Denver could be consistently exercised in this case.

A million dollars spent in paying for Denver printing is returned to Denver business houses in natural exchange. A million dollars spent in paying for eastern printing is a million dollars taken out of Denver's pockets and never seen again.

We urge that your organization formulate ways and means of taking definite steps to concentrate attention upon this problem of bringing Denver business men to a realization of the benefits of keeping their printing orders at home.

Respectfully submitted,

MANY MISUNDERSTANDINGS MIGHT BE AVOIDED
IF THE PUBLIC UNDERSTOOD THE PROCESSES OF
A PRINTING PLANT

XIII.

INFORMING THE PUBLIC



THE printing trade may never unanimously agree upon the question, How much ought the customer to know or to be told regarding the details of this exceptionally complex manufacturing business? Every printer admits that there are certain details of cost and manufacture which are not rightfully the property of the public; and, on the other side, all admit that many misunderstandings and costly errors might be avoided if the general public understood better the processes carried out in a modern printing plant. On many other points it remains an open question as to just how much information regarding printing should be given to the general public which buys it.

Any information regarding printing which it may be advisable to furnish to customers, prospects or the general public comes under the heading of advertising, and while the ordinary printer may not feel like paying for newspaper space in which to inform his prospective patrons of some things, the knowledge of which will eventually benefit printer and patrons alike, there are other methods

of disseminating this information, such as house-organs, folders, booklets, envelop inserts, etc., which are cheaper; and these mediums will answer the same purpose.

One of the things which it is to the advantage of the printer for his customer to know is how to order printing, and the public should be educated not to buy printing on a bet, as too many times many seem to do. They order printing from the house making the lowest quotation without knowing whether or not this plant can produce the kind of work wanted. Ninety-nine cents in a bid looks so much better than one dollar to them that they apparently overlook every other consideration. When a printer quotes a price that is very materially lower than the estimates of a half-dozen other printers, the customer who places the order at the low price is quite sure to be disappointed; and the printer will have his troubles also, either in a loss on the job or in complaints that the work is not up to the standard expected. This is not a speculation, but is an actual condition in hundreds of cases that occur in every city of the United States, and on every business day of the year. If the printer would be more honest in his advertising and in his business, he would often save himself much trouble. And it should be made plain, as occasions arise, to all buyers of printing that high quality and low price do not usually travel together. Strictly truthful advertising will help to bring about a better condition of things along this line. It is not good business judgment for the printer with a small job shop to solicit work which he cannot handle, either thru lack of capital or of equipment; and it has not infrequently occurred that one especially large job which was expected to con-

tribute to the success of a small plant has proved a calamity that ended in bankruptcy.

Some of the things which can properly be explained to customers, either personally or thru advertising, are that changes from copy made on proofs will be charged for; that printing has to be made after it is ordered, and that the buyer who anticipates his needs will get better work and better service than the one whose orders are always "rush" orders; that all work requires some time for drying before delivering; that consistent estimates cannot be made without seeing the copy; and that complete specifications always bring better results than careless or indefinite orders.

The ordinary proofreader's marks should be explained to buyers where they are not known, and envelops carrying proofs or the proof sheets themselves should carry plain directions for marking and returning.

Some of the things which need not and should not be made public are the exact cost of a job and the exact time required to produce any part of it, any time- or money-saving method of production due to doubling forms or other foresight, and any details of production which cut the cost of work without affecting the quality of the product.

Under this general heading of information for the public, I wish to emphasize the folly of advertising cut prices or "rush" work. Prices are often too low, and almost every printer has more "rush" work than he ought to have, so why advertise two evils further?

A neat folder, containing the proper card sizes for calling cards and also samples of the various styles of type or copperplate engraving, makes an excellent advertise-

ment of society printing or engraving; and advertisements of this kind have a long life because they are kept for information on styles.

The addition of new type-faces, borders or ornaments can be nicely announced to the public by means of a card, folder or booklet, making use of the new material. For instance, if a printer has purchased some new shaded type series and gray-tone borders, a very attractive folder can be designed using both type and border and suggesting some uses for which they would be appropriate on customers' printing. Many buyers like to utilize new styles while they are fresh for the unusual effects that may be obtained, and, properly presented, information of this kind is one of the best forms of advertising.

The adding of new machinery equipment or new departments to a plant should be announced to all regular patrons who might possibly be interested, and to prospective buyers to whom the information regarding the added machinery or facilities might be interesting.

The ability to provide private watermarked stationery at a moderate price, due to recent improvements in the manufacture of paper, is another subject which appeals to a certain desirable class of trade. Trademarks and pictures of buildings or other subjects may now be pressed into the paper in the making, thus providing additional advertising in a novel way upon letterheads and other papers with a writing surface. The private watermarked paper can be sold if it is advertised, and it is one of those things which the public knows little about until the printer explains it in his advertising.

In advertising printing for other advertisers, such as

the setting of copy, booklet and catalog printing, etc., an excellent novelty which has a long life upon the desk of the prospect is a card, blotter or other small form on which is printed a table of information showing the space that certain numbers of words will occupy when set in various common sizes of type. Other similar figures can be added to make the table really valuable. The following shows one way in which this matter can be arranged:

Size of type	Square inches in 1,000 ems	Ems in square inch	Words in square inch	
			Solid	Leaded
4½-point	3.91	256	82	57
5-point	4.82	207.3	60	44
5½-point	5.84	171.36	52	40
6-point	6.94	144.7	47	34
7-point	9.45	105.8	38	27
8-point	12.35	81	32	23
9-point	15.63	64	27	20
10-point	19.29	51.84	21	16
11-point	23.34	42.837	17	14
12-point	27.78	36	14	11

The following copy is suggested as appropriate matter to print in any desired form to familiarize the general public with the correct ordering of printing:

HOW DO YOU ORDER PRINTING?

Many people seem to order printing on a bet. They bet with themselves that they can buy it at so low a price that the printer is bound to lose money. They win on that. But about as often they lose in the quality of the work they receive.

You cannot buy something for nothing, not even when ordering printing. And in the very nature of things you cannot secure the best work for the lowest price. You cannot even afford to patronize the printer whose prices are so low that his days in business are numbered.

We are assuming that you agree with us in this matter, and the foregoing is only preliminary to a few suggestions on the proper ordering of printing to avoid friction between yourself and your

printer and to enable you to get the best possible service in accurate work, well done and promptly delivered.

It is of first importance that all orders for printing go thru one man's hands. An experienced, responsible man can handle all your orders better than a half-dozen men can, buying for various departments.

Detailed specifications when ordering are equally important. When you order a job, tell your printer all about it. Let him suggest too, but first give him your own idea of the work and the purpose for which it is to be used. If you delegate the buying of printing to some one else, do not permit him to get into careless habits of ordering. Specifications are best in writing, thus providing a record of what was ordered. Printers are sometimes to blame for errors, but not all the mistakes for which they are blamed are justly chargeable to them. So it is a protection to both buyer and seller to have specifications carefully written out.

It is our constant aim to provide absolutely satisfactory service in every particular, and we have made some warm business friends among those of our patrons who coöperate with us.

Another suggestion that will be helpful is along the line of equipment. You will promote your interests to find out something about the plants that are handling your printing orders. Printing is a highly specialized business nowadays, and there are printers who have special facilities for doing certain kinds of work. For instance, there are the blank-book makers, society printers and stationers, book printers, and those making a specialty of small commercial forms, and many others. You can usually get the best work and the best prices by selecting a printing house to do your work that is equipped to do this kind of work economically and well because it handles the kind of work you use every day. Some houses are so large that they can handle any job presented, but their number is small. It is not difficult to familiarize yourself sufficiently with the business of your printer to know whether or not he is the right man to handle your orders.

Follow with a paragraph or two on your own plant and its facilities for doing certain kinds of work.

BOOKS ABOUT PRINTING

THE ART AND PRACTICE OF TYPOGRAPHY. By Edmund G. Gress. Fifty large inserts in color; 700 reproductions, mostly in color, of high-class commercial printing by some of America's best typographers; almost 100,000 words of practical instruction; 125 type arrangements. $9\frac{1}{2} \times 12\frac{1}{2}$, 250 pages, cloth, \$5.00; postage and packing 45 cents extra.

THE AMERICAN MANUAL OF PRESSWORK. The most elaborate and exhaustive volume ever published on the subject. It is a book of the practical kind that is indispensable for pressmen and others having to do with presswork. 164 solid text pages and many artistic inserts in two or more colors, besides more than a hundred illustrations in one color. $8\frac{1}{4} \times 12\frac{1}{4}$, cloth, \$4.00; postage and packing 35 cents extra.

HOW TO MAKE MONEY IN THE PRINTING BUSINESS. By Paul Nathan. Give value and "charge the price" might be an answer to this question; but there is a very complete and comprehensive answer in the book bearing this title. The book gives full details and information on the highest authority—Experience. It tells how a man made money out of printing—a thing all are anxious to do. $5\frac{3}{4} \times 9$, 288 pages, cloth (gilt stamped), \$3.00; postage and packing 20 cents extra.

HOW TO FIND COSTS IN PRINTING. By A. E. Davis. A simple yet thoro method of arriving at cost of production in printing establishments. Fully illustrated, with reproductions of the necessary forms in full size. An invaluable aid to the superintendent, manager and employer. $5 \times 7\frac{1}{2}$, 128 pages, 17 diagrams in full size, cloth, \$1.50; postage and packing 15 cents extra.

CORRECT COMPOSITION. By Theodore L. De Vinne, A.M. A treatise on spelling, abbreviations, the compounding and division of words, the proper use of figures and numerals, italic and capital letters, notes, etc., with observations on punctuation and proofreading. A volume for the compositor, proofreader, writer, editor, advertising man, and all desiring a knowledge of correct English composition. $5 \times 7\frac{1}{2}$, 476 pages, cloth, \$2.00; postage and packing 20 cents extra.

PLAIN PRINTING TYPES. By Theodore L. De Vinne, A.M. A treatise on the processes of typemaking, the point system, the names, sizes, styles and prices of types. A volume for all who would learn of the history and characteristics of type-faces. $5 \times 7\frac{1}{2}$, 403 pages, cloth, \$2.00; postage and packing 20 cents extra.

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NOTABLE PRINTERS OF ITALY DURING THE FIFTEENTH CENTURY. By Theodore L. De Vinne, A.M. Illustrated with facsimiles from early editions, and with remarks on early and recent printing. $9\frac{1}{2}$ x $12\frac{1}{2}$, 210 pages, cloth and paper, \$15.00; postage and packing 35 cents extra.

THE AMERICAN HANDBOOK OF PRINTING. A general review of all the branches of printing, written in an interesting and concise manner without the use of ultra-technical expressions. The book is an encyclopedia of facts valuable to those having to do with printing. Over 300 pages, 25 in color, 182 illustrations, $5\frac{1}{4}$ x $7\frac{1}{2}$, \$2.00; postage and packing 15 cents extra.

PRACTICAL PRINTING. By George Sherman. A book about printing that deals with the working of the plant. Practically advises the printer starting in business how to make a profit. 5 x $7\frac{1}{2}$, 144 pages, cloth, \$1.50; postage and packing 15 cents extra.

HOW TO ESTIMATE ON PRINTING. By Harry M. Basford. This book has been written especially for the printer desiring to learn to do estimating and is of value to all who wish to improve their knowledge of modern methods. 5 x $7\frac{1}{2}$, 106 pages, cloth, \$1.50; postage and packing 15 cents extra.

HOW TO ADVERTISE PRINTING. By Harry M. Basford. Written for the purpose of guiding the printer in advertising his business. Including examples of good copy for advertising purposes. 5 x $7\frac{1}{2}$, 112 pages, cloth, \$1.50; postage and packing 15 cents extra.

TYPE DESIGNS IN COLOR. A portfolio of more than one hundred full-size type designs, set from actual customers' copy and printed in various two-color harmonies, on fine-quality colored stock. Bound in artistic paper cover. $9\frac{1}{2}$ x $12\frac{1}{2}$, \$1.00; postage and packing 15 cents extra.

POCKET GUIDE TO PRINTING. By George Vickers. Compiled for the printer, the advertising man and all having to do with the printing trade. $3\frac{1}{4}$ x $6\frac{1}{2}$, 48 pages, postpaid 50 cents.

BOOKLETS

THE OFFSET PROCESS—FROM A PRACTICAL VIEWPOINT. By Lee L. Crittenden. $5\frac{1}{4}$ x 7 , 24 pages, paper, postpaid 50 cents.

MAKING READY ON PLATEN PRESSES. By Geo. F. Bradford. $5\frac{1}{4}$ x 7 , 40 pages, paper, postpaid 50 cents.

A SYSTEM FOR A MEDIUM-SIZED PRINTSHOP. By Charles V. Simmons. $5\frac{1}{4}$ x 7 , 24 pages, paper, postpaid 50 cents.

EMBOSSING: HOW IT IS DONE. By Robert H. Dippy. $5\frac{1}{4}$ x 7 , 16 pages, paper, postpaid 25 cents.

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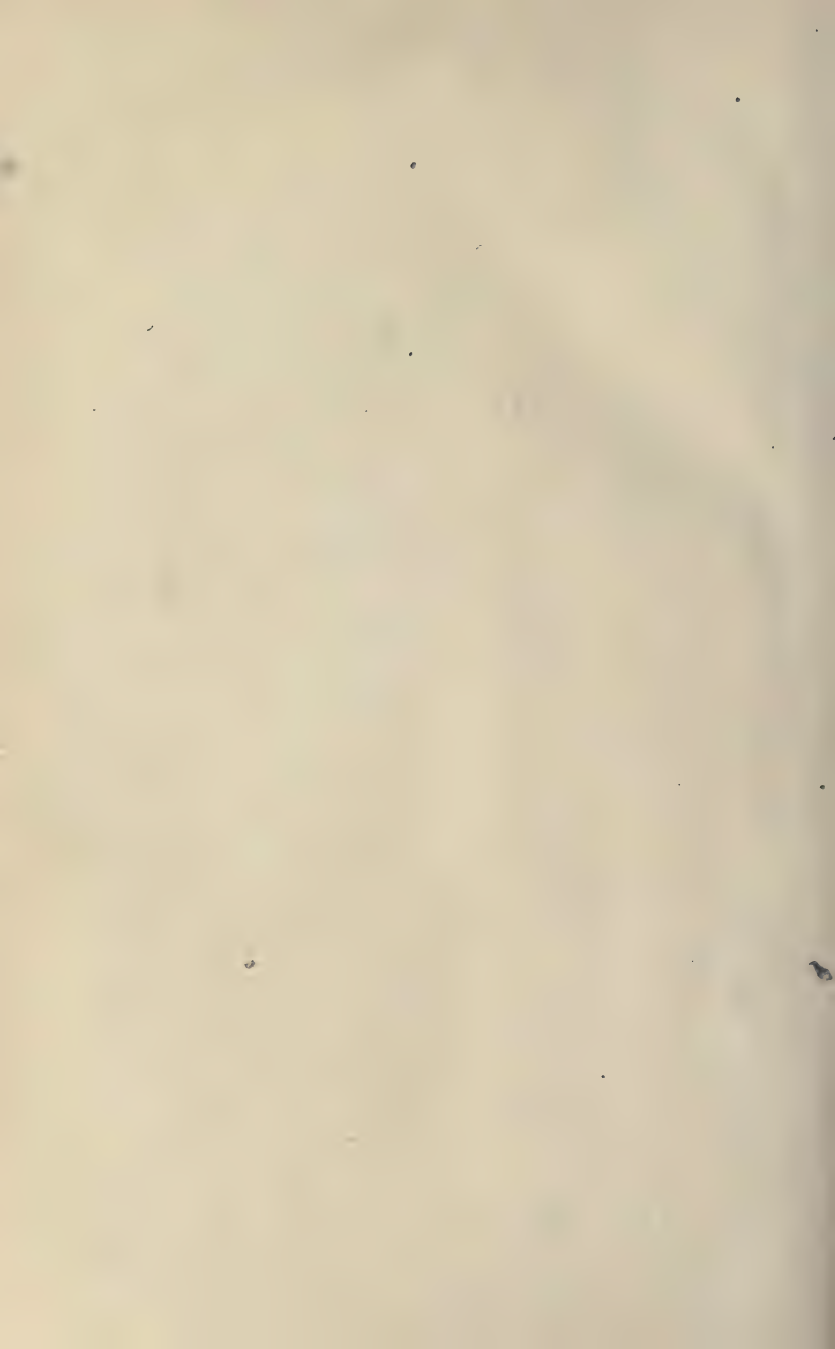
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